
Summary

My current field of work is in digital public relations, with a focus on tech-influenced startups in the mobile, software-as-a-service (cloud), children/family, consumer and fitness industries.

Career experience includes blogger outreach, traditional media outreach, ghost writing, social media marketing, infographic design, graphic design (print and digital), web design, strategy and analytics, and overall research.

I'm also part of a few side-projects that allow me to explore my love for web design, graphic design and photography by freelance.

Skills

- Digital Photography
- Social Media Marketing
- Blogger Outreach
- New Media
- Blogger
- Social Media
- Public Relations
- Viral Video Marketing
- Management
- Advertising
- Start-ups
- Web Design
- Wordpress
- Crowdfunding
- WordPress
- Adobe Creative Suite

Experience

Pulp-PR Senior Publicist

2013 - Present

Digital PR for tech-related startups. Niches include mobile apps, fitness programs, children's programs, analytics companies, on-demand SaaS, venture capital firms and mobile product manufacturers.

My work at the firm has included strategy, PR (traditional media and bloggers), graphic design (digital, print, infographics), research, social media and various forms of writing (thought leadership content, ghost written articles).

Social Radius Account Executive

06 / 2011 - 11 / 2013

Providing social media marketing and PR services to a wide variety of clientele - focused on mostly tech/internet startups, and occasionally public/entertainment figures. Services include social media community management (growth, content, engagement, and outreach), pitch writing, blogger outreach, traditional media placement, analytical reports, database development and research, social ad campaign management, web design, viral video marketing, and campaign strategy.

nw-built Founder and CEO

08 / 2010 - 2014

A Pacific Northwest automotive collective, covering local events, providing car features, an online community (blog), and merchandise.

Site/Blog/Shop Framework and Design (HTML, PHP, CSS, XML) Social Media Marketing (Facebook, Twitter, etc) and Traditional Marketing Photographer and Editor-In-Chief Merchandiser

Education**Peninsula College**

2008 - 2011

Pursued an AAS-T in Multimedia Communications

Sequim High School

2004 - 2008

High School Diploma

InterestsDigital Photography, Web Design, Automotive, Cooking, Mountain Biking, Cycling,
Technology, Social Media

Languages

- English
- Spanish