

Storyteller. Innovator. Leader.

I am a content leader. I am an educator. I deliver a meaningful user experience. When I make the world just a little bit easier for people through a positive online interaction, I call it a good day. I share my knowledge and experience. I inspire my teams. I take on impactful projects. I use my skills to make the world a better place. This is my story. Let me bring my strengths to you.

Areas of expertise and proficiency

Leadership & Management Content Strategy & Development Writing & Editing
User Experience & Research WordPress Implementation Communications

Applications

WordPress Adobe Creative Suite Virtual Reality Axure InVision
Microsoft Office Google Docs DaVinci Resolve Film Editor HootSuite

Experience

Simple Concepts Consulting, Bellevue, WA

October 2018–Present

Microsoft Content Strategist and Copywriter

As a member of the creative team, develop content for multiple internal Microsoft clients that range from podcasts to campaign strategies to email marketing campaigns.

- [Gov Pod](#): This new podcast series focuses on AI, blockchain, and Internet of Things, and how governments and citizens work together in these emerging technologies. Collaborated with Microsoft stakeholders, subject-matter experts, and studio production crew, wrote all episode scripts and promotional copy, and worked with project managers to prepare series website. First season released Jan. 2019. Also coming in 2019: Podcast series on health and intelligent retail.
- Conference campaigns: Write copy and UX microcopy for email promotional campaigns that center around conferences in industries with a Microsoft presence.
- Campaign content strategy: Work with Microsoft services groups to develop content strategy on intelligent retail, AI, and emerging tech through multiple storytelling channels.

Wenatchee Valley College, Wenatchee, WA

January 2019–Present

Professor of Digital Communications — Adjunct

Teaching online version of Survey of Digital Communications (CMST 130) to diverse body of 30 students about the range of digital media and the ramifications of the technology combined with practical instruction to make them job-ready.

- Developed curriculum: Created coursework from the ground up, customized for online delivery
- Online component: Class is held entirely online, with lectures prerecorded on video. Intersperse lectures with relevant videos collected from TED Talks, YouTube and Radiolab podcasts, among others.
- Group project: Promoting collaboration and mentorship through group project that will result in a digital content and marketing plan for a local client.

The Refined Story, Seattle, WA

September 2015–Present

Principal Content Strategy and User Experience Consultant

A content strategy and digital communications creative consulting practice.

Work collaboratively with clients and executives to prioritize and communicate top impact areas in their marketing funnel, establish voice and narrative for content and user interactions, build digital infrastructure, get organizational buy-in to deliver on time and on budget. Also develop documentation when needed. Notable clients and projects include:

- T-Mobile: Collaborated with engineers, designers and client to created UX architecture, content strategy, and UX copy for internal sites, plus UX architecture for top-of-funnel marketing campaigns that increased phone-based customer touch points and B2B business goals.
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- [Washington Jewish Museum](#): Managed project for a visionary site that showcases a historical society's assets: conducted user research; designed long- and short-form storytelling strategies; built site architecture and editorial calendar; implemented WordPress site; developed social strategy. Wrote, designed and curated 50 storyboards for museum-style exhibit to showcase museum.
- Eddie Bauer: Designed mobile-first UX architecture and wrote improved microcopy for internal human resources sites that increased employee engagement.
- [AskDearie.com](#): Collaborated with principal on narrative development and editorial strategy, then implemented responsive WordPress site for online advice column geared toward adults navigating the issues that come with aging parents.

RealityNext, Seattle, WA

June 2017–September 2018

Co-Founder and Content/UX Lead

Built vision and design for highly innovative educational platform. Students learn together inside Virtual Reality by creating and performing next-generation digital storytelling.

- Built company's online presence: Developed content strategy, wrote marketing content and blog posts, implemented WordPress site, launched social campaigns, told powerful stories through video, and successfully completed crowd-funding campaign—all on next to no budget.
- Brainstormed, tested and refined methodology through design thinking and user testing; used results and deliverables to produce curricula and UX recommendations.

JTNews Media, Seattle, WA

2002–2015

Editor-in-Chief & Publisher

As CEO of this award-winning regional media company, oversaw multiple publications and products that informed, educated and excited thousands of readers while overseeing success of the business.

- Targeted overall voice and long- and short-form editorial strategy toward niche demographic.
- Led advertising and marketing initiatives that increased brand recognition.
- Collaborated with executive board, journalists, designers, sales teams, and other stakeholders.
- Led production team that included editorial staff, art department and web developers to build a continuously positive user experience.
- Used governance, review, and A/B testing via analytics and audience feedback to continually measure and improve article and blog content effectiveness.
- Evangelized organization by meeting regularly with community leaders, audience, and company ownership.
- Established content marketing plans that generated increase in ad revenue and client satisfaction.
- Envisioned, developed and launched sustainable niche news and information site for young adults that served as a community builder while garnering accolades for its innovation and creativity.
- Took pride in mentoring upcoming journalists as they launched their careers.
- Delivered product on time, 100% of the time in a fast-paced environment under tight deadlines.

Education & Training

University of Washington – Master of Communications in Digital Media, 2016

Emphasis: User Experience and Digital Marketing.

University of Colorado – Bachelor of Science, Broadcast Journalism

University of Washington – Certificate, Commercial Fiction Writing

Awards, Memberships & More

- **General Assembly Seattle** – Course instructor, 2015–present
 - **Temple Beth Am** – Member, Board of Directors, 2015–2017
 - **Rockower Awards** – Seven-time recipient for excellence in journalism
 - **American Jewish Press Association** – Former vice president/executive committee member
 - **AJPA President's Award for Service** – Winner 2007 and 2012
 - **AJPA Annual Conference** – Seattle conference event chair, 2013
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