

VISION

With nearly **two decades' experience in powerful, human-centric story making across diverse form factors**, I have a strong track record of amplifying positive exposure for brands large and small and launching successful communications and marketing initiatives. Whether securing earned media, deepening digital omnichannel engagement, creating more efficient workflow processes, connecting employees to purpose or identifying untapped potential, I don't just settle into a role; I **carve out new and exciting paths for growth** and success beyond what is plainly imagined.



STRATEGIC

Thoughtful listener
Creative ideator
Silo-buster
Identifies disparate parts to **create a greater sum, story**
Topline branding, messaging, calendaring approach to **map themes, priorities and milestones**

SKILLFUL

Versatile: Crisis, DEI, sensitive topics expert
Disciplines: Media relations, content marketing, thought leadership, PR, B2B and B2C, strong editorial
Form Factors: Social media, video, speech & script writing, events, blogging, web HTML, graphic & web design

IMPACTFUL

Results-oriented with strategic vision as guide
Nimble and responsive, with quality as a guiding principle
Fostering greater **collaboration**
Willing to get it done, no matter how small or complex
Continuous refinement and reflection to maximize impact and success

PASSIONATE

Inspiring teams with **purpose-driven approach**
Always focused on the why to inform and more deeply connect the what
Inclusion as a core value, part of my DNA to ensure no one is left behind
Strong background in **social issues** and pulse on the **zeitgeist** to drive relevant, pitch perfect programs

FREELANCE EXPERIENCE

Communications Consultant, MIT CoLab	Jan 2019-Jan 2021
PR Consultant, CBD brands	Aug 2019-Aug 2020
Sara Curry Preschool, consultant	Jan. 2014-Dec. 2015
Kirkus book reviewer	Mar 2012-Dec. 2013
Filmmaker Tami Gold, Public Relations	Jan. 2008-Jan. 2011
CUNY Graduate Center, Media Asst.	Sept. 2007-Dec. 2010

BYLINES/PLACEMENTS

Top-tier and niche outlet bylines, ghostwriting and placements: New Yorker, New York Times, Washington Post, CNN, and many more.

[Full list at urbaninbreeding.com/writing](http://urbaninbreeding.com/writing)

SPEAKING/TEACHING/AWARDS

Manhattanville College, Adjunct Professor Fall 2021
Purchase College, Adjunct Professor Spring 2019-Fall 2021
Hunter College, Adjunct Asst. Professor Spring 2015-Fall 2021
Led presentations and workshops with PR News, DCTV, PRSA, Ragan Communications + more.
Winner of the NGLJA Excellence in Journalism Award (2020); and Yahoo Finance's OUTstanding LGBTQ+ Role Model Award (2021)

EDUCATION

Master of Fine Arts, Integrated Media Arts, 2007 (Magna Cum Laude)
Bachelor of Arts, Media Studies, 2004 (Cum Laude)
Hunter College, New York, NY

FULL-TIME EXPERIENCE

Sept 2018 to PRESENT - **Mastercard, Purchase, NY**
Vice President, Communications Sept 2020 to PRESENT

- Lead the top brand's Diversity, Equity and Inclusion communications strategy and execution, thought leadership, deepening employee culture and connectivity and positioning payments brand as a leader in this space

Director, Digital & Social Marketing - Sept 2018 to Sept 2020

- Drive innovation and efficiencies for B2B Marketing efforts; develop content and new form factors to enable Sales and Product divisions

Oct 2016 to Sept 2018

Vice President, Communications, JPMorgan Chase NYC

- Managed communications and content marketing for the firm's \$1.5 billion philanthropy portfolio; diversity and HR PR and internal communications; Elevated the brand through influencer and executive media opportunities (C-suite, public figures), high profile event planning, executive writing, media training, story making across media

May 2015 to Oct 2016

Communications Strategist, American Civil Liberties Union, NYC

- Managed omni-channel communications, securing positive top-tier earned media for the most pressing civil rights issues for century-old organization; crafted and placed dozens of op-eds in leading media outlets; blog, social and digital media assets that increased engagement across channels
- Worked closely with attorney, executives to guide strategy, supervised interns and staff, managed PR firms

Jul 2013 to May 2015 – **Communications Director, ESPA, NYC**

- Led all communications & marketing efforts for New York-based advocacy org; increased brand's traditional media exposure 220%; secured Op-Eds, Letters to the Editor and coverage in top-tier outlets; Introduced rich media and creative campaigns, executive speechwriting, media prep and executive profile building, board communications; managed staff & interns

Dec 2009 - Jul 2013 - **Spokesperson/Manager, JetBlue Airways, LIC, NY**

- Spokesperson for major New York-based airline, crisis response, media relations, executive comms, co-led social media strategies, managed PR firm and created and edited official company blog, growing traffic from 0 to 20,000 average weekly readers

Jul 2004 – Dec 2009 - **Associate Publisher, Tricycle Magazine, NYC**

- Ran publishing department for Buddhist magazine, including marketing, advertising, circulation, public relations and special events.

Dec 2003 - Jul 2004 - **Associate Publisher, GO Magazine, NYC**

- Ran the publishing department for monthly lifestyle magazine, including all advertising, marketing, circulation, promotions

Jan 2003 – Dec 2003 - **Marketing Coordinator, DTV Productions, LTD., NY**

- Managed communications, marketing events, production and editing for public cable access television show