



## ABOUT

Freelance content strategist and award-winning writer who creates on-brand content and brings it to life wherever it needs to go. Recognized for translating the complex into the simple, and for giving a dash of glam to the dull. Fan of deadlines, fast-paced environments, and collaborating with colleagues and clients to bring projects to a successful, happy conclusion. Conversant in Italian. Based in New York City.

## SKILLS

- Content Strategy
- User Experience Collaboration
- Content Systems & Structure
- UX Writing
- Content Design
- Information Architecture
- Taxonomy Development
- Content Operations
- Content Workflow & Governance
- Messaging
- Writing
- Editorial & POV Strategy
- Branding
- Storytelling
- Remote & International Collaboration

## EDUCATION

THE UNIVERSITY OF MASSACHUSETTS  
AMHERST, MA

BA, ITALIAN

- Recipient of the William V. Gugli Award for Outstanding Achievement in French and Italian Studies.
- Participated in exchange program at L'Universita` per Stranieri in Siena, Italy.

THE CITY UNIVERSITY OF NEW YORK  
NEW YORK, NY

- Completed graduate courses in the departments of Comparative Literature (Italian) and Film.

## EXPERIENCE

### Freelance Content Strategy Consultant, New York, NY

#### 2016-present

AGENCIES: Wunderman Thompson, Droga5, Moving Brands, iCrossing, Globant  
SELECT CLIENTS: Volkswagen, The MTA, J.P Morgan, Chase, Bayer, Fresenius Medical Care, MFS, The Internet Society, others

- Create foundational content strategies that address user needs and solve business challenges.
- Collaborate with UX, creative, and development teams to ensure content is an intuitive part of any project.
- Evaluate and optimize content effectiveness via content audits, gap analysis, user testing, and research.
- Develop taxonomies, content models, style guides, and other systems to structure content for distribution wherever it needs to go.
- Pitch and position content strategy to win new business.
- Work with writers and other content partners to implement best practices, and facilitate ongoing content creation and governance.

### Razorfish, New York, NY

#### 2015-2016

CONTENT STRATEGIST/SENIOR WRITER

SELECT CLIENTS: Ford, The Fresh Market, others

- Wrote site content for Ford's connected vehicle technologies. Developed editorial style guide, SEO guidelines, and related documentation to establish content management best practices.
- Led all content efforts for the Ford Owner mobile app project. Wrote UX copy, interactive elements, and established workflows to ensure the app extended Ford's digital experience.
- Audited thefreshmarket.com for a site redesign. Created the taxonomy, content types, and publishing cadence to assist with content model and CMS development.

### Corporate Visions, New York, NY

#### 2010-2015

CONTENT/MESSAGING DEVELOPMENT CONSULTANT

SELECT CLIENTS: FedEx, Dell/EMC, ADP, Monster, Motorola, J.P. Morgan, T-Systems, Vanguard, others

- Developed differentiated messaging and customer conversations that helped marketing teams and sales reps know what to say, and how to say it.
- Co-facilitated 2-day workshops that included 12+ participants, including senior executives. Wrote content for all deliverables for deployment to enterprise sales and marketing teams.
- Independently managed 20+ projects per year. Led all delivery-related client communications. Drove project editing and approval process.
- Contributed to the ongoing improvement of proprietary consulting methodologies and processes.