

**SUMMARY**

I am a communications professional with experience creating marketing and communication plans as well as managing, editing and writing print and online publications. Throughout my career, I have gained experience in the following areas:

- Media Relations
- News Writing
- Feature Writing
- Advertising Copy Writing
- Fundraising
- Management
- Project Management
- Social Networking
- Client Relationships
- Executive Communications
- Editing
- Website Development
- CMS
- Database Management
- E-mail Marketing
- Media Events
- Fundraising Events
- Galas
- Red Carpet Events
- Video Production
- Video Editing
- Photography
- Teaching
- Leading Workshops

PROFESSIONAL EXPERIENCE

Photographer & Video Producer (2008-PRESENT)
Bitten By A Zebra Photography; New York, N.Y.

Communications and Marketing Project Manager (2007-2008)
Lebanese American University; New York, N.Y.

- Wrote fundraising appeal letters and organized direct mail campaigns
- Developed the University Advancement website
- Wrote and pitched stories to local and national media
- Organized events & lectures
- Arranged editorial board meetings with national media
- Wrote and placed guest OpEds and Letters to the Editor

Director of Communications (2002-2007)
Director of Public Relations (2001-2002)
St. Bartholomew's Church; New York, N.Y.

- Wrote and edited internal and external communications that included e-mails, web copy, marketing collateral and newsletters that promoted events, raised money and built awareness of the organization's mission
- Designed, wrote copy and distributed print and radio advertisements to promote events
- Organized and assisted in the planning of large-scale media events, including a charity concert starring Jessye Norman, which was broadcast nationwide on National Public Radio
- Supervised a staff of three, freelance graphic artists and volunteers
- Created and implemented marketing campaigns
- Wrote press releases and pitched stories to local and national media
- Coordinated direct mail campaigns

Public Relations Specialist (2000-2001)
Purdue University; West Lafayette, Ind.

- Wrote press releases and pitched stories to local and national media

MEDIA PLACEMENTS

- Live with Regis
- The Today Show
- Good Morning America
- Time
- Los Angeles Times
- The New York Post
- NY One
- New Jersey Star Ledger
- The Jewish Week
- TimeOut/NY
- NPR
- CNN
- Newsday
- Telemundo
- The Early Show
- More

PUBLISHED WRITING & PHOTOGRAPHY

- The New York Times
- Star Magazine
- TMZ
- TimeOut/NY
- The New York Post
- The New Jersey Star Ledger
- The New York Blade
- Edge United States
- The New York Resident
- Complete Woman
- Newsday
- Playbill.com
- TheaterMania.com
- ABC's *The View*

PANELS, WORKSHOPS & TEACHING EXPERIENCE

- International Association of Business Communicators
- Public Relations Society of America
- East Central Theatre Conference
- University of Maryland Honors Program
- South Carolina Thespian Association
- St. Alban's Summer Programs
- Louisburg College
- University of South Carolina
- The Bullis School
- Forest Hills Adult Center
- LaGuardia Community College
- ComedySportz
- University of Maryland Arts Center
- Purdue University

SOFTWARE/COMPUTER SKILLS

- HTML
- Microsoft Office
- InDesign
- QuarkExpress
- PhotoShop
- OutlookExpress
- Safari, InternetExplorer, FireFox
- Constant Contact
- Drupal
- WordPress
- CMS
- Social Networking

EDUCATION

University of Maryland, College Park
Master of Fine Arts, Theater Management

University of South Carolina, Columbia
Bachelor of Arts, Journalism (Advertising/Public Relations)