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Dynamic and motivated communications professional. Experienced in corporate, external, and internal communications. Adept at crafting compelling messaging to engage target audiences and increase brand awareness. Proven track record of success collaborating with cross-functional teams and leading projects from conception to completion.

## Experience

SEP '15 - PRESENT

**Career Pause** | Fairport, NY

- Purposeful extended leave from Communications profession to contribute to my family.
- Employed as a substitute teacher in the Fairport Central School District from September 2021 to present.

MAY '14 - AUG '15

**Communications and PR Manager** | Calm & Sense Communications, Rochester, NY

- Partnered with clients closely to determine and meet a variety of needs including internal and external marketing campaigns, website development, change management and HR communications, newsletter content development, crisis communications, media releases, and event planning.
- Developed communications to effectively and creatively meet client expectations and resonate with targeted audiences using succinct copy and graphics.
- Created copy for promotional materials such as print ads, brochures, and websites.

APR '13 - MAY '14

**Public Relations Manager, Northeast** | Time Warner Cable, Rochester, NY

- Managed PR across Upstate New York and New England to generate earned media coverage across multiple media markets that showcased the company, its innovative products, and community initiatives through developed media releases, focused messaging, and product pitches.
- Built and maintained relationships with media throughout the Northeast; company spokesperson.
- Maintained knowledge of products, services, and industry trends to knowledgeably represent the company.
- Excelled at cultivating cross-functional relationships to develop accurate messaging.
- Organized press conferences and other events to raise awareness of the company's activities.

FEB '11 - MAR '13

**Communications Manager, Western NY** | Time Warner Cable, Rochester, NY

- Managed PR to generate earned media coverage throughout WNY.
- Developed internal communications including product/service launches, weekly newsletter, HR employee communications, and leadership messaging.
- Partnered with video production team to deliver multimedia internal communications.
- Created and maintained philanthropic partnerships that aligned with the company's mission.

DEC '09 - JAN '11

**Communications Specialist** | Time Warner Cable , Rochester , NY

- Coordinated strategy and execution of external communication messaging including press releases, media relations, development of TV spot and ad copy, press conferences, and special events.
- Managed external events with the intention of increasing Time Warner Cable brand awareness and showcasing cable products across the Rochester market.
- Tracked industry-related news coverage, managed company's web media presence, maintained PR database.
- Developed story and content ideas for employee newsletters.

DEC '03 - DEC '09

**Public Affairs Coordinator** | Time Warner Cable , Rochester , NY

- Created communications plans for products, services and community relations initiatives to increase customer and community awareness.
- Coordinated and executed all external and internal communications strategy and messaging.
- Organized press conferences and other events to raise awareness of the organization's activities.
- Developed and distributed monthly employee newsletter.

## Education

MAY '03

**Bachelor of Arts (B.A.) in Communications/Journalism**

St. John Fisher College, Rochester

## Skills

Internal and External Communications

Corporate Communications

Media Relations

Press Release Development

Communication Strategy

Employee Newsletters

Content Creation

Social Media Management

## Volunteer Experience

FEB '20 - JUL '22

**Board of Directors Member** | Fairport-Perinton Dollars for Scholars, Fairport, NY

- Collaborated with other boards of directors on shared initiatives.
- Managed social media accounts to promote events and services.
- Created and distributed media releases and advisories to promote initiatives.