

EXPERIENCE**Communications Strategy, 2014 to present**

Using a human-centered design approach, I help innovators and cause-driven organizations with:

- research, discovery and framing
- strategy and messaging
- resource, media and operating environment assessments
- website audits
- content strategy and development
- writing, editing, co-writing and writing coaching

Clients include Ignite Digital Strategy Group; Evolve Impact; Elephant Aid International; The Census Project; ICMA (International City/County Management Association); National League of Cities; and Animal Legal Defense Fund.

Communications Project Manager, ICMA (International City/County Management Association), 2012 to 2014

- Managed traditional and social media campaigns, coordinating with staff, board members, members, allied organizations and outside vendors.
- Formulated strategy for, oversaw development of and managed WordPress websites, based on target audience demographics and needs. Developed content and style guides.
- Conducted oral history video interviews with members; solicited and packaged member stories for 100th anniversary and public awareness campaign.
- Wrote and edited marketing materials, features and news for websites.

Communications Manager, Center for State and Local Government Excellence, 2007 to 2014

- Wrote e-newsletter, news releases, op-eds, letters to the editor, articles, talking points, blog posts and fact sheets.
- Managed website development, developed content and oversaw eventual redesign.
- Edited issue briefs, white papers and reports.
- Oversaw design to ensure consistent branding.
- Media relations.

Senior Communications Associate, New Israel Fund, 2001-2006

Wrote, edited and coordinated design of weekly email and quarterly print newsletters, annual report and brochures, both print and digital. Coordinated with international staff to identify stories for donors and U.S. media. Wrote news releases and handled national, regional and local media outreach.

Video and Radio Producer 1994-2001

Wrote, produced and directed marketing videos, video news releases and radio for government and nonprofits. Managed field shoots and production on-site and long distance. Clients included US Census Bureau (Census 2000), Simon Wiesenthal Center and The Osgood File.

Assistant Public Affairs Director, American Federation of State, County and Municipal Employees (AFSCME), 1984-1991

Video production and public affairs for one of the country's largest unions.

- Wrote, produced and directed internal promotional videos, short documentaries and public affairs television programs that explored social and legislative issues through the eyes of the people they affected. Adapted programs to air on the House of Representatives Broadcasting System and the *Today Show*. Houghton Mifflin Co. distributed one program to illustrate workplace issues in introductory business courses; securities agencies in MI, NM and ND used another to educate consumers on telemarketing fraud.
- Managed national and local media outreach, including news conferences, live satellite feeds and teleconferences, radio talk show bookings and radio feed production.

Certification

Design Thinking and Innovation, University of Virginia Darden School of Business, 2018

Other courses

- Summer of Design 2018 — Design Thinking DC and University of Virginia Darden School of Business; sponsored by Capital One
- Design Thinking for the Greater Good: Innovation in the Social Sector — University of Virginia Darden School of Business, 2018
- Foundations in Design Thinking; Insights for Innovation; and From Ideas to Action — IDEO U, 2017-18

EDUCATION

University of California, Berkeley, A.B., Political Science