

## EXECUTIVE SUMMARY

Communications and marketing strategist with 20+ years of experience leading integrated campaigns and building scalable communications systems across mission-driven, government, and research organizations. Translate complex policy and data into clear messaging that engages diverse audiences. Quick to learn new subject areas and adapt content for impact.

Skilled in building comprehensive marketing strategies and editorial systems that strengthen brand identity, improve audience engagement, and support long-term organizational growth. Known for anticipating roadblocks, aligning timelines, and connecting high-level strategy with day-to-day execution.

Respected as an empathetic, high-performance leader and mentor. Foster inclusive, growth-oriented teams and coach individuals to exceed performance expectations and grow into new leadership opportunities.

## CAREER HIGHLIGHTS

- Directed multi-channel content strategy at Issue One, producing original research, Substacks, social media, email campaigns, video, and web design to advance a national reform agenda and strengthen brand visibility.
- Led development and execution of targeted, data-informed campaigns by managing polling firms, ad agencies, and digital consultants. Delivered audience-specific messaging aligned to budget, timeline, and advocacy objectives.
- Built Rhode Island's first centralized voter information hub, integrating online registration, educational content, and user tools. The initiative helped increase the state's MIT Election Performance Index ranking from #29 to #8.
- Drove public awareness strategy that supported the passage of a \$25M affordable housing bond. Produced messaging tools including infographics, issue briefs, and animated videos used by community partners to engage voters.

## CORE COMPETENCIES

- Brand and Messaging Strategy
- Internal Communications Systems
- Campaign Development and Execution
- Digital Marketing and Content Planning
- Cross-Functional Team Leadership
- AI-Driven Insights
- Audience Engagement and Segmentation
- Data-Informed Decision-Making

## EXPERIENCE

### *Issue One, Washington, D.C.*

*Vice President, Communications | February 2023 - Present*

Lead organization-wide communications and content strategy for a national nonprofit focused on advancing bipartisan policy solutions to strengthen U.S. democracy. Partner with executive leadership to define brand positioning, align messaging with strategic priorities, and build scalable systems for internal and external communications. Oversee integrated campaigns, manage external vendors, and lead a team of eight across communications and research.

- Collaborate with the executive team to strengthen brand identity, align messaging with advocacy goals, and develop multi-channel campaign strategies to maximize reach and influence.

- Increased media mentions 40% and social media following 27% across LinkedIn, Meta, and Bluesky (70% gain on LinkedIn in last 2+ years) by devising and executing multi-channel campaign strategies.
- Improved engagement rate from 50.1% to 55.6% and increased organic search traffic by 20% through strategic content reorganization and SEO optimization, surpassing nonprofit benchmarks for user engagement.
- Introduced AI-enabled workflows to accelerate research, content development, and message testing while maintaining human voice consistency and editorial integrity by instituting review and disclosure protocols.
- Built the organization's first editorial calendar and production workflow to align teams, improve efficiency, and ensure consistency across platforms.

**Rhode Island Department of State, Providence, RI***Senior Advisor/Chief of Information | December 2015 - January 2023*

Managed all internal and external communications on behalf of the Secretary of State, overseeing messaging across four technical divisions: Elections, State Archives, Civics and Open Government, and Business Services. Built and led a team of three, and coordinated strategy to improve transparency, digital access, and public engagement with state government information. Developed a comprehensive communications strategy across all divisions aligned with the Department's strategic goals and the Secretary's vision.

- Increased website traffic by 50% over six years by leading cross-functional teams to reorganize content and develop interactive tools that made government data more accessible and user-friendly.
- Elevated Rhode Island's MIT Election Performance Index ranking from 29th to 8th nationally by launching the state's first centralized Voter Information Center and overseeing the development and integration of a new online voter registration application.
- Improved access to public data through the creation of the Open Government Center, which averaged over 1,200 unique pageviews per week for two consecutive years.
- Drove voter engagement by producing a toolkit for community partners, including messaging guides, infographics, and animated explainer videos. Led message research, content development, storyboarding, budgeting, and vendor oversight.
- Led development and launch of 12+ public exhibitions at the State Archives, highlighting underrepresented stories and supporting DEI initiatives. Expanded access through regular evening and weekend programming.
- Contributed to record-breaking business filings by launching a redesigned Business Services website in 2020, featuring educational tools on financial and legal responsibilities of business ownership.

**HousingWorks RI (HWRI), Providence, RI***Executive Director | 2013 - 2015**Communications Director | 2009 - 2013*

Raised public awareness of the importance of affordable housing to state's economy by expanding communications initiatives and developing communication tools that positioned HWRI as a thought leader. With promotion to ED, managed daily operations and transitioned operations into Roger Williams University.

- Played key role in voter passage of \$25M affordable housing bond by producing compelling public awareness campaign and coalition advocacy tools, such as infographics, issue briefs, and animated videos.
- Launched aggressive fund development plan that closed \$75K budget gap by increasing corporate sponsorship revenue 35% and research grant funding 30%.
- Boosted attendance at annual Housing Fact Book luncheon 20%+ year over year by engaging and collaborating with new partners through regular events and trainings.
- Influenced industry by presenting nationally on communications best practices, including translating complex data into easily understood communications tools.

**EARLIER CAREER HIGHLIGHTS**

**Director of Public Relations, RI Coalition Against Domestic Violence** – Warwick, RI

**Communications Coordinator, Aging 2000** – Warwick, RI

**Web Producer, DotClick Corporation** – Boston, MA and **Co-Nect, Inc.** – Cambridge, MA

**Marketing Assistant, BBN, Inc.** – Cambridge, MA

**EDUCATION**

St. Michael's College | Colchester, VT

**Bachelor of Arts (BA) in Journalism**

**TECHNICAL SKILLS**

**Microsoft Office Suite and Google G Suite**

**Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat, Premiere Rush**

**Email:** Constant Contact, MailChimp, ActionNetwork

**Other:** Statusbrew, Hootsuite, WordPress, SquareSpace, Slack, Notion