
PROFESSIONAL EXPERIENCE

Blue Cross Blue Shield Association

Social Media Lead

April 2020-Present

- Lead the overall strategy and content creation for the Association's social media presence
- Develop social media content and reactive community messages for toolkits leveraged by the 35 Blue Cross and Blue Shield companies
- Execute reactive messaging using a newly created community management guide that helps ensure positive brand reputation
- Identify and coordinate outreach to social media influencers to build relationships and further brand messaging
- Advance a thought leadership strategy by providing personalized weekly social media content to the CEO and seven senior executives
- Lead the Association's Social Media Workgroup by overseeing all communications to social leads at the 35 Blue Cross and Blue Shield companies, hosting a monthly meeting, developing an agenda and coordinating presentations to further Association campaigns and industry best practices
- Revamped the Association's LinkedIn Life Tab, social recruiting assets and social media training guides for employees
- Refreshed look and tone of the Association's social media channels, content and hashtags to better reflect the brand
- Launched the Association's Instagram and created a comprehensive communications strategy to promote the new channel

Motorola Solutions

Social Media Manager

May 2018-April 2020

- Led the development and execution of the company's social media strategy focused on global storytelling
- Managed the overall company social media content calendar covering Facebook, Twitter, LinkedIn and Instagram
- Created daily content, including copy and graphics, focused on news releases, earned media, earnings, company culture, corporate responsibility, careers and awards for Motorola Solutions' corporate social media channels
- Produced employee volunteerism, grants and recognition content for the Motorola Solutions Foundation's Facebook and Twitter channels
- Launched and executed a company-wide hashtag strategy around careers, culture, corporate responsibility and innovation
- Created social media graphics templates for use by social marketing teams across regions
- Updated the company's social media policy and rolled out new guidelines to all employees
- Partnered with regional marketing teams and social leads at acquired companies to ensure strategy alignment and consistent branding
- Led workshops on social media best practices and provided content to regional marketing teams, recruiters and company leaders
- Supervised an employee who handled video security, commercial and Foundation social media content
- Created and implemented social media strategies and guidance around M&A activities
- Provided monthly social media analytics reports to relevant stakeholders
- Managed the company's Glassdoor page by updating content regularly and engaging with reviews
- Redesigned the company's newsroom to include more visuals, enhanced storytelling features and social sharing
- Executed social media campaigns around the company's annual software summit, APX NEXT two-way radio launch and 90th anniversary

ZS

Senior Corporate Communication Associate

December 2016-August 2018

- Created and executed a global external marketing communications strategy focused on recruitment by sharing ZS stories
- Planned, wrote and designed original content for the ZS Careers social media channels and the firm's lifestyle blog
- Created and implemented branded recruitment campaigns using digital channels for roles in ZS's different practice areas
- Launched the Life at ZS blog and the @ZSCareers Instagram to give a behind the scenes look at the firm
- Acted as liaison with firm's agency partner on numerous large social, blog and video projects
- Managed and executed communications plans for firm's awards announcements
- Delivered social media training and weekly content to recruiters across the globe
- Assisted with implementation of a new employee advocacy tool and provided unique content to users
- Led a weekly meeting of ZS's social media team to integrate best practices into strategies
- Created training decks and provided recommendation to grow presence of ZS's thought leaders on social media
- Shared communications best practices with offshore staff to use locally
- Updated copy and content regularly on the careers pages of ZS.com, the firm's jobs portal and career-focused microsites
- Relunched and co-led Pride@ZS by organizing activities and designing collateral to raise awareness for the group

GE Transportation

Digital Communications Manager

December 2015-December 2016

- Managed GETransportation.com content, design and development
- Created content, strategies and campaigns for the company's Facebook, Twitter, LinkedIn, Instagram, YouTube and blog
- Collaborated with colleagues across business departments to create blog content for social amplification
- Designed branded digital and print marketing collateral including ads, banners, infographics and social graphics
- Compiled daily and weekly risk reports and monthly analytics reports for GE leadership
- Coordinated and created digital displays for GE's Chicago facility as well as other U.S. sites
- Positioned leadership as influencers through social media content creation and trainings
- Managed and created content for GE in Chicago's Facebook and Twitter accounts
- Led efforts of GE's Chicagoland GLBTA Alliance
- Executed and led the 2016 company-wide kick-off meeting from GE's Shanghai office

GE Capital

Social Media Analyst

January 2014-December 2015

- Compiled and presented weekly, monthly and ad-hoc social listening reports covering trends, keywords, media platforms, social influencers, hashtags, sentiment and potential engagement opportunities for GE Capital businesses and customers
- Monitored legal, business and crisis issues around the GE Capital brand using Salesforce Marketing Cloud tools
- Led GE in Chicago initiative on Facebook and Twitter by creating major campaigns within compliance guidelines
- Assisted with social media strategy for GE Capital, Commercial Distribution Finance, a business unit
- Provided guidance to GE Capital businesses on best practices for social media content and strategy
- Created infographics and other marketing collateral to showcase social listening team capabilities and accomplishments
- Led creation of template design for social listening reports for GE Capital businesses and customers
- Demonstrated social listening capabilities at Innovation Labs for GE Capital customers, Girls Who Code and GE Girls Day
- Created Twitter strategy and wrote weekly tweets for GE Capital, Americas CIO
- Member of the GE GLBTA Alliance, Toastmasters and GE in Chicago Brandstorming team

Schaumburg Park District

Communications Coordinator

September 2010-January 2014

Communications Intern

May-August 2008, December 2008

- Managed content and monitored Google Analytics on five District owned websites
- Acted as project manager for the relaunch of the award-winning ParkFun.com
- Oversaw the development and design of the District's mobile application and site
- Assisted with design and launch of SchaumburgCAN.org and SchaumburgParkFoundation.org
- Created, designed and scheduled email marketing efforts and social media content on Facebook, Twitter, YouTube and Vimeo
- Produced and distributed press releases using AP Style writing covering news and events
- Edited and proofed all marketing materials including quarterly program guide
- Maintained cable bulletin board on District's public access channel and assisted with video projects and programs
- Captured photos and video for promotional use during special events and programs
- Designed and updated print flyers, PowerPoint presentations and messaging on digital screens in facilities
- Developed and wrote monthly staff newsletter for print and intranet
- Oversaw communications department interns
- Recognition included the 2013 Director's Award and 2010 Department Member of the Year

Guerrero Howe

Freelance Graphic Designer

June 2009-August 2011

Ambie Resorts: The Resort at Isla Palenque

Marketing Assistant
Marketing Intern

April-September 2010
January-March 2010

Entertainment Cruises

Reservation Sales Representative
Corporate Marketing Intern

October 2009-March 2010
May-October 2009

MK Communications

Public Relations Intern

May-August 2009

American Red Cross of Greater Chicago

Marketing & Communications Intern

August 2008-April 2009

GameTime 24x7

Graphic Design Intern

April-August 2008

Freelance Graphic Design, Social Media & Communications

Create communications plans, social media strategies and print and digital graphics for clients

EDUCATION

Loyola University Chicago: Quinlan School of Business

Graduated July 2010

- Master of Science in Integrated Marketing Communications
- Cumulative GPA of 3.68 / 4.0

Loyola University Chicago: School of Communications

Graduated May 2009

- Bachelor of Arts in Advertising & Public Relations with Marketing and Visual Communications Minors
- *Cum Laude* with cumulative GPA of 3.58 / 4.0
- Studied abroad at the John Felice Rome Center in Rome, Italy during spring 2007

DePaul University

Completed 2015

- Interactive Marketing, Paid Search and Social Media Marketing Certificates

ADVANCED COMPUTER SKILLS, WRITING & PROGRAM KNOWLEDGE

- Adobe Creative Suite: Acrobat, Dreamweaver, Illustrator, InDesign & Photoshop
- Email Marketing Programs: MailChimp & Interspire Email Marketer
- Social Media: Facebook, Twitter, LinkedIn, Instagram, YouTube, Vimeo, Percolate, GagglesAMP, Hootsuite, Sprinklr & Sprout Social
- Public Relations: AP Style, Digimind & Meltwater
- HTML & Content Management Systems: Sitefinity, Blogger, WordPress, HubSpot & Google Sites

COMMUNITY INVOLVEMENT & ACHIEVEMENTS

- Fundraised and completed multiple half and full marathon training programs supporting the AIDS Foundation of Chicago
- Lead social media and communications for Citywide Pride and Queer Tech Club
- Boy Scouts of America Eagle Scout