
PROFESSIONAL EXPERIENCE

Glooko

Senior Manager, Social Media & Digital Marketing

September 2021-Present

- Develop and lead the digital and social media strategy for the connected care company
- Craft, curate and manage digital content, including blog, web and social media posts
- Design visually-pleasing graphics and videos for use on the company's website and social media channels
- Provide monthly social media analytics, Google Analytics and Google Search Console reports to relevant stakeholders
- Share unique social media content with executive leadership team to help grow their thought leadership presence
- Partner with customer support to better assist mobile app users on social media using a new reactive community management guide
- Leverage paid content on LinkedIn and Twitter to drive traffic to landing pages during major industry events
- Collaborate with the regional marketing teams on localized social media and website content
- Launched a regional social media strategy to ensure one brand voice, look and feel as company grows in key markets
- Optimized the company's social media channels, content and hashtag strategy to better reflect brand messaging
- Enabled social listening to better manage the brand reputation on social media, blogs and forums
- Guided acquired companies on Glooko's social media branding and strategy
- Launched Bambu globally to help raise brand awareness and simplify the process for employees sharing branded social content
- Revamped the SEO of the corporate website, along with the layouts of key pages, including News Releases, In the News and the Blog

Blue Cross Blue Shield Association

Social Media Lead

April 2020-September 2021

- Led the overall strategy and content creation for the Association's social media presence
- Developed social media content and reactive community messages for toolkits leveraged by the 35 Blue Cross and Blue Shield companies
- Executed reactive messaging using a newly created community management guide that helped ensure positive brand reputation
- Identified and coordinated outreach to social media influencers to build relationships and further brand messaging
- Advanced a thought leadership strategy by providing personalized weekly social media content to the CEO and seven senior executives
- Led 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

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 app and site, 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

Amble Resorts: The Resort at Isla PalenqueMarketing Assistant
Marketing InternApril-September 2010
January-March 2010**Entertainment Cruises**Reservation Sales Representative
Corporate Marketing InternOctober 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

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, Illustrator, InDesign & Photoshop
- Social Media: Facebook, Twitter, LinkedIn, Instagram, YouTube, Vimeo, GaggleAMP, Bambu, Hootsuite, Sprinklr & Sprout Social
- Public Relations: AP Style & Meltwater
- HTML, Web & Content Management Systems: Sitemfinity, Blogger, WordPress, Google Analytics, Google Search Console & Google Sites

COMMUNITY INVOLVEMENT & ACHIEVEMENTS

- Fundraised and completed multiple half and full marathon training programs supporting the AIDS Foundation of Chicago
- Lead multiple fundraising team initiatives for the National Multiple Sclerosis Society
- Communications lead for Queer Tech Club (2015-Present) and Citywide Pride (2016-2022)
- Boy Scouts of America Eagle Scout