



Lionhearted /lī-en-hār-ted/ adj.
1. Brave and Determined.

CONTACT

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EDUCATION

M.B.S. BRANDING
VCU Brandcenter
Richmond, VA
May 2021

B.A CREATIVE WRITING
Colorado State University
Fort Collins, CO
December 2017

WORK EXPERIENCE

COPYWRITER (REMOTE)

Google via Pro Unlimited / San Francisco, CA / April 2021 - Present

Joining Brand Studio as a Creative Fellow, I continue to grow into my role as a writer through mastering Google's voice, flexing it across media, synthesizing feedback from numerous stakeholders, and ever endeavoring towards great work. With that, I've ventured off into the world of Google and haven't looked back.

COPYWRITER, SOCIAL MEDIA TEAM (REMOTE)

Brandcenter at VCU / Richmond, VA / Aug 2020 - May 2021

As one of Brandcenter's two social media team members, I told stories that attracted quality candidates and made current students and alumni proud to be part of the #BrandFam.

FREELANCE COPYWRITER + SOCIAL MEDIA SPECIALIST (REMOTE)

Paige Black Marketing / Denver, CO / Mar 2019 - Aug 2020

I developed strong brand voices for clients—and Paige Black—and adeptly carried these voices through the onset of a global pandemic. I ran with what fell into my lap, including account management, market research, and a touch of AdWords—all the while seamlessly providing my availability in both EST and MST.

MARKETING + COMMUNICATIONS ASSOCIATE ANALYST

E Source Companies / Boulder, CO / Sept 2018 - July 2019

My love for a good concept helped show clients why branding matters for the utility sector—given the rise of alternative energy sources—and helped shape E Source's approach to advertising. I learned how to keep an empty inbox, work across teams, and now own the perfect overnight oats recipe courtesy of my Boulderite colleagues.

COMMUNICATIONS + EVENTS MANAGER

Zeppelin Station / Denver, CO / Feb 2018 - Aug 2018

Zeppelin Station—an ambitious food hall start-up—was my first “real job”. Between vendor calls, events planning, and managing a team of front-of-house employees, I built Zeppelin's brand voice from a near-blank slate and shared it across social and print. Thankfully, I was fueled by the best Vietnamese iced coffee you'll ever taste.

HOW I SPEND MY YOUTH

Ukulele • Pencil Sketches • Horror Films • Short Stories • [Amateur] Amateur Photography • Paper Mate Ink Joy Gel 0.7