I am a writer/editor/interactive project manager with more than 10 years of experience developing and overseeing content and strategy for intranet, print, mobile, and website communications. I have worked in diverse industries including not-for-profit organizations, financial services, pharmaceutical and technology advertising and public relations sectors. I am proficient in crafting content for digital and print communications and collateral, as well as for multimedia vehicles such as email, video and podcasts. I also have extensive experience creating content for the concerns and consumer needs of several demographic groups including women, African American, Asian Indian, Chinese, Hispanic, Mass Affluent, Baby Boomers, Generation X, and Millennials.

My background is both creative and technical. Early in my career, I developed and managed content, as well as designed and had oversight for publications, intranets and website project management. I have worked closely with UX teams, technical developers (front-end and back-end), information architects, graphic and web page designers and creative teams. I also understand the user experience perspective from the B-to-B and B-to-C markets. I also have experience creating, designing and managing content within a CMS platform. CMS platforms I have working knowledge of include Drupal, WordPress, Lotus Notes and Vignette. In addition, I have developed and managed the build processes for intranets, microsites and large websites.

I am adept at creating and managing strategy and content for several audiences, and I am keen follower and early adopter of emerging cultural and technological trends.