

COMMUNICATIONS & PUBLIC RELATIONS PROFESSIONAL

Innovative and data-driven Public Relations & Communications candidate with valuable experience in the vision, strategy, and execution of comprehensive communications plans and strategies. Demonstrated experience in leading proactive media outreach and creating external messaging and speaking points that drive organizational exposure. Unique ability to partner with cross-functional teams, stakeholders, and executive leadership to develop strategies for enhancing company outreach.

Areas of Expertise:

Communications Strategy & Planning • Public/Media Relations • Copy Writing/Editing • Creative Content Development
Event Coordination • Market Research/Analysis • Corporate Brand Messaging • Multi-Media Platform Communications

EDUCATION | PROFESSIONAL DEVELOPMENT

COLUMBIA UNIVERSITY, New York, NY – Bachelor of Arts, Political Science (*Summa Cum Laude*; GPA: 3.96/4.0) May 2018

OXFORD UNIVERSITY, Oxford, UK – Columbia College's Oxbridge Scholars Program – Politics & History 2016 – 2017

PROFESSIONAL EXPERIENCE

INSTITUTE FOR SOCIAL ECONOMIC RESEARCH AND POLICY, New York, NY 2018 – Present

Consultant

- Contracted to support research funded by Professor Matthew Connelly focused on analyzing machine learning-based topic modelling in U.S. foreign policy archival research.

OUR FUTURE, OUR CHOICE (OFOC) – Youth Wing of People's Vote Campaign, London, UK 2018

Communications Director & COO

- Developed and implemented strategic, comprehensive, and integrated communications and outreach activities to increase the awareness of OFOC, a national youth movement for a second referendum on Brexit. Leveraged communications and PR expertise to position the organization as a hot topic across all media platforms.
- Designed public/media relations strategies, increasing press contacts from 60 to 600 by securing new relationships with all national media outlets, including *BBC News*, *ITV*, *LBC*, *Independent*, *the Guardian*, *Buzzfeed*, and *The Times*.
- Collaborated with People's Vote UK press staff to communicate the organization's message to the public.
- Recruited new internal resources to support the expanding organization, growing staff from 6 to 15, and organized staff to support external-facing campaigns which shifted narrative surrounding Brexit in British politics.
- Built a Customer Relationship Management (CRM) system from the ground up to track key information related to contacts and the international media.
- Implemented tools for tracking mentions in the press, including Talkwalker Alerts; created detailed database to monitor organizational exposure and revised communications strategies accordingly. Increased mentions 175% throughout tenure with personal content contributions.
- Secured subscriptions from 900 journalist contacts for the organization's distribution list with <0.5% turnover.
- Utilized various PR tactics to gain organizational exposure, including securing featured content in national publications, coordinating campaign events, ensuring coverage of campaign stunts, and delivering press coverage.
- Selected achievements include: front page of *The Independent* newspaper; spokespeople appeared twice on BBC's flagship politics program, *Politics Live*; and secured full-length story cover by *The Guardian*, *Metro*, *The Independent*, *The New Statesman*, *The Week*, *The Daily Express*, and others for OFOC research.

ADDITIONAL RELEVANT EXPERIENCE

Virtual Foreign Service Intern (Computational Propaganda) – U.S. STATE DEPARTMENT 2018

Research Assistant – INSTITUTE FOR SOCIAL AND ECONOMICAL RESEARCH AND POLICY (ISERP) 2017

Features Editor – CHERWELL 2017

Digital Media Researcher – COLUMBIA UNIVERSITY 2016

Features Deputy/Associate Editor/Staff Writer – THE EYE 2015 – 2016

Communications Intern – AON RISK SOLUTIONS 2014