

## EXPERIENCE

**State of Vermont, Department of Labor** (Montpelier, VT) – 2024-present

*Communications & Outreach Coordinator*

- Implemented dozens of digital forms with back-end automation to standardize public interaction statewide.
- Managed requests from five regional teams and central office staff for multimodal promotional materials.
- Launched or maintained five recurring targeted email newsletters, consistently achieving open rates over 40%.
- Developed and executed marketing campaigns using minimal budget for over 20 job fair events using traditional earned media outlets, community & partner engagement, and digital platforms.
- Collaborated with the department communications team to improve accessibility of new and existing materials.

**Maple Landmark** (Middlebury, VT) – 2017-2024

*Director of Communications*

- Represented the company by speaking directly and indirectly to customers on local, statewide, and national platforms, from industry trade shows to television news.
- Conceptualized, developed, iterated, and procured visual materials, including 10+ full-length wholesale and retail product catalogs, hundreds of product images, varied product packaging, and periodic advertisements.
- Managed the website platform and content, analyzing data to understand market trends and better serve customers.
- Drafted and published crisis communications addressing topics such as COVID-19 changes and holiday shipping delays.

**Addison County Maple Sugarmakers Association** (Middlebury, VT) – 2014, 2017-present

*County Fair Sugarhouse Manager*

- Coordinated a team of 82 volunteers to staff 15 shifts over five days, ensuring all stations and functions were staffed.
- Kept detailed financial and inventory records for daily and retrospective reference to ensure continuity of knowledge.

## EDUCATION

**Rensselaer Polytechnic Institute (Troy, NY)** – B.S. in Business/Management and Electronic Media, Arts and Communication, Minor in Information Technology/Web Science.

## SKILLS

Leadership, detail-oriented, organized, multi-tasking, formal presentations, analysis, critical thinking, effective communication, trade shows, business acumen, decision-making, teamwork, graphic design, LEAN principles

**Software:** Adobe Creative Suite, CorelDRAW X8 (and previous), Microsoft Office Suite (including Power Automate and Teams), social media, HTML/CSS (basic), Canva, Hootsuite, Constant Contact, Drupal, AI Assistive Tools

## ACTIVITIES

**Mount Abraham Rowing Club** – Head Coach (2019-2023); Assistant Coach (2017-2019)

**Lake Champlain Maritime Museum Community Rowers** – Rower, Coxswain & Team Captain (2017-present)