



Me.

I'm an imaginative, curious, collaborative writer who's created colorful, persuasive stories for children's hospitals, consulting firms, healthcare systems, communications companies, design studios, ad agencies, and luxury resorts. My strength – I write like people speak. My job is to engage, motivate and inspire people to take action – to buy, call, try, click-through, recommend, and in the end, do something that benefits you *and* them.

Handy abilities.

Script writing. Producing. Branding. Concepting. Collateral development. Creative direction. Content development. Email marketing. Project management.

Vehicles through which I tell stories.

TV. Radio. Film. Social media. Posters. Packaging. Events. Websites. Print + online ads. POP. Annual reports. Brochures. Invitations. Sales tools. Press releases.

Places that needed a storyteller.

SNC-Lavalin/Atkins Global, Orlando – Writer/producer – 5 years
Script writing/producing, concept development, brand development, content development, research, project management

exp global, Orlando – Content manager, Writer/producer – 6.5 years
script writing/producing, concept development, branding, content development, research, project management

Orlando Sentinel Communications, Orlando – Senior copywriter/producer – 5.5 years
promotional campaign development and implementation, content development, tv and radio spot development

Seniors First, Inc., Orlando – Community relations director – 3 years
media relations, public relations, content development, event planning

River City Studio, Kansas City – Copywriter, Public relations manager – 2 years
account service, public relations, content development, creative direction

Children's Mercy Hospital, Kansas City – Community relations specialist – 5.5 years
logo development, concept and content development, media relations, branding

Freelance writer/producer – Darden restaurants, Universal Studios, Marilyn Monroe Spas, Barceló resorts, Florida Hospital, Wyndham hotels, Mingle Magazine, United Way, Orlando Magazine, Carlos + Charlies, Senor Frog's, Veranda Bed + Breakfast, National Pie Council, YMCA, Orlando Business Journal, Barnie's Coffee + Tea, UCF.

Where I learned to write + tell stories.

Mrs. Parks' first grade class, Iola, KS and the University of Kansas, Lawrence, KS (BSJ)

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