

## CREATIVE, RESOURCEFUL EDITORIAL LEADER

witty copywriter – multi-platform content strategist – persnickety copyeditor – storyteller  
brand-savvy graphic designer – manager of disparate teams – community builder  
data analytics whiz – face of organization on stage and video – social media maven

## SKILLS

- Content management platforms: including SquareSpace, WordPress, and TypePad
- Analytics tools: including Omniture and Google Analytics
- Design tools: including Adobe InDesign, Illustrator, and Photoshop
- Storyteller: Delivered closing talk at TEDMED 2013 and featured on The Moth podcast

## EXPERIENCE

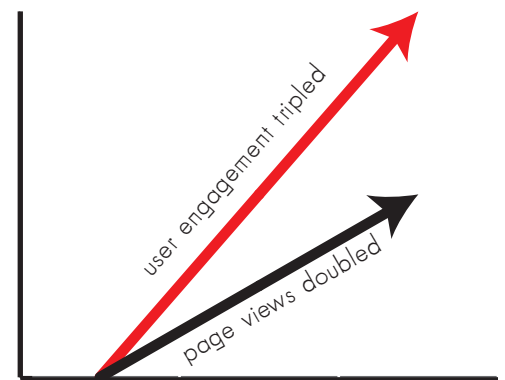
### **Editor-in-Chief, Enterprise Efficiency, United Business Media, 2010-present**

award-winning online publication and community for technology professionals

Under my leadership, we tripled user engagement, doubled page views, and won multiple awards for video, editorial, and marketing projects.

I direct content, drive engagement, and manage a highly collaborative team of editors and freelancers who develop real relationships with a vocal audience. My team and I write about the intersection of culture and technology and I design infographics and slide-shows to support editorial and brand messages. I host live video and online radio shows and direct video documentaries. With my team, I conceived social media campaigns for both editorial and marketing uses – for example, inviting super-users to Google+ hangouts and posting video clips of the conversation on the site.

In my work here I've covered an array of topics, from the ethics of hacktivism, to the failure of clothing try-on apps, to a 10-part series about career advancement. I have also interviewed high-profile tech executives, including the CIOs of the National Basketball Association, the U.S. Tennis Association, and the New York Stock Exchange.



**Senior Editor, Computer Security Institute, United Business Media, 2005-2010**

professional organization that produced research, publications, and international conferences

I developed and directed CSI's content strategy – for publications, live conferences, and online content. I wrote, edited, copy edited, and designed CSI's publications. I managed full-time employees and freelance writers. I worked closely with the conference management team, selecting speakers, developing presentations, and advising on conference operations and marketing.

This position also required me to serve as an industry expert and conduct original research. I created a working group on Web security research law and authored the only in-depth research yet conducted on the topic. I researched, wrote, and designed the CSI Computer Crime and Security Survey. I was interviewed by multiple media outlets, including National Public Radio.

**Associate Editor, Princeton University, 2001-2004**

Wrote content for quarterly magazine. Coordinated freelancers. Edited submissions. Designed magazine, illustrations, displays, brochures, and logos.

**Staff Writer / Social Editor, South Brunswick Post, 2000-2001**

Wrote features and news stories for two weekly newspapers. Laid out entire community news section of both papers. Assigned stories and photos for community news section.

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## EDUCATION

**Rutgers, the State University of New Jersey, Cook College**

B.A. in Journalism / Minor in Environmental Policy, Institutions, and Behavior

Member of Varsity Women's Crew and College Avenue Players

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## REFERENCES

- Curtis Franklin, executive editor, Enterprise Efficiency  
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- Robert Richardson, former director, Computer Security Institute  
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