

EXPERIENCE**Owner/Operator: [Content Makeovers](#), June 2013–Present**

- Edit existing copy, generate new copy, and provide counsel on overall layout for websites, print materials, and online marketing material in wide array of industries including [New Journey Church](#), Kristen Thompson Designs, [Love Like Twine](#), and [Treasured Ministries](#).
- Provide social media counsel and setup.
- Create compelling mission statements, vision statements, and goals.

Communications Specialist, [Hope Community Church](#), Raleigh, NC, November 2010–June 2013

- Wrote, edited and proofed copy for ministry areas including email marketing, inserts, internal signage, and ministry collateral for staff of 120/church of 9,000, including three campuses spread across NC Triangle area.
- Acted as project manager for large scale ministry events/projects including Parent Summits, Women's Summits, a sold out Holiday Pinterest Party.
- Managed all social media including Facebook, Twitter, Instagram, Pinterest and blog.

Strategic Communications Research Assistant, [McGuireWoods Consulting](#), Raleigh, NC, July 2009–October 2010

- Developed and presented comprehensive communications plans for clients, complete with message development and dissemination, crisis management, grassroots marketing efforts, media training for selected spokespeople, social media marketing and media relations.
- Obtained media coverage with [this article](#) and [on-air piece](#) on a tight deadline in order for my client not to lose his business; he received an extension on his loan due to the coverage I obtained for him.
- Wrote and successfully published opinion editorials and letters to the editor for clients in numerous NC newspapers, including the News & Observer, the Charlotte Observer and the Wilmington Star-News.

State Government Research Assistant, [McGuireWoods Consulting](#), Raleigh, NC, May 2008–June 2009

- Generated and pushed messages to the right reporters at the right time, yielding extensive media coverage.
- Gained an additional \$500,000 in annual funding from the NC General Assembly for the North Carolina Partnership for Children (NCPC); assisted in the passage of a bill allowing partnerships to keep unused funds.
- Grew relationships with key legislators and members of the Capitol Press Corps while monitoring committee meetings at the North Carolina General Assembly.

Editor in Chief, [The Tarheel Surveyor](#), Raleigh, NC, June 2009–October 2010

- Compiled story ideas and content, edited all content, and coordinated design, print and mailing of publication.
- Responsible for all advertising sales for The Tarheel Surveyor, the [North Carolina Society of Surveyor's](#) quarterly magazine, whose readership increased by 15% during my time as editor.

Intern, [French West Vaughan](#), Raleigh, NC, May 2007–August 2007

- Generated media placements for clients, including an on-air interview with David Thompson at WRAL-TV and articles in the Cary News and The Times-News.
- Secured promotional partnerships between clients and local organizations including Chick-fil-A, Cooper's BBQ, Boys & Girls Club and YMCA.

LEADERSHIP EXPERIENCE**Women's Bible Study Leader, August 2010–October 2014**

- Led more than 10 groups of women through the study of God's word; most recently discipled women from Columbus Air Force Base.

Member at Large/Board Member, [Raleigh Public Relations Society](#), September 2010–June 2013

- Aided in decision making, event planning and development of ideas for the society as a whole.

Women's Advisory Board Member, Hope Community Church, Summer 2012–June 2013

- Strategically planned events to provide next steps for women at Hope and throughout Raleigh area.
- Acted as a champion for Hope small groups.

First Impressions Guide Team Leader, Hope Community Church, March 2009–January 2012

- Oversaw Guides within Hope's First Impressions ministry, which ensures first-time visitors are comfortable in a large setting and will desire to visit the church again.

EDUCATION**[North Carolina State University](#), Raleigh, NC, May 2008**

BA in Communication, concentration in Public Relations & Organizational Communication

Minor in Spanish

Independent Research Study, NCSU; January 2008–May 2008

- Researched how creativity is fostered within public relations management practices, technologies and workspaces by conducting interviews with 20 of the top public relations firms in the Triangle.

Study Abroad at [University of Seville](#), Seville, Spain; Summer 2006