

Expert in Strategic Communications Management

PERSONAL DATA

Nationality	United States
Current Residence	Mexico City, Mexico
Past Residence	Berlin, Germany; Santiago, Chile
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OBJECTIVE

Manage communication and marketing efforts at a growing organization that values innovation and diversity. Promote effective communication using social platforms and streamlined tools, and manage decentralized workflows for distributed companies. A hands-on leader in shaping communications strategy to meet organizational goals.

EDUCATION

08/2011-06/2012	M.S. in Journalism, Columbia University, New York, New York <ul style="list-style-type: none"> Coursework in investigative and multimedia reporting across range of subjects
10/2006-01/2010	M.A. in Communications & Language, Multimedia, Polytechnic University, Berlin, Germany <ul style="list-style-type: none"> Completed four-month residency in Santiago, Chile, to write master's thesis on the country's current media landscape
09/2001-06/2005	B.A. in Linguistics & Slavic Languages, Michigan State University, Lansing, Michigan <ul style="list-style-type: none"> Graduated with honors

EXPERIENCE

02/2014-Present	Communications Specialist, English, Arochi & Lindner, Mexico City, Mexico <ul style="list-style-type: none"> Edit English language website and translate litigations, patent titles, trademark certificates, and memoranda for leading Mexican law firm with 45+ partners and associates and offices in Madrid and Barcelona. Redact partner LinkedIn profiles; compiled legal English/Spanish glossary to import into translation software. Translate marketing material, legal opinions, trademark applications and patent claims from Spanish to English. Advised associates and partners on use of Slack for more streamlined communication.
03/2016-Present	Project Manager, VOPA International Ltd, Mexico City, Mexico <ul style="list-style-type: none"> Direct team of seven in executing content/development objectives for mobile app startup. Lead ~190% monthly growth in users since May 2016 launch of digital campaign. Rejuvenated social media presence by employing dynamic copy, videos and interactive content; increasing follower engagement; and utilizing strategic audience augmentation. Drive 65-fold increase in Facebook followers to 200,000 within the period of one year by allocating \$25 per month in ad buys, costing a fraction of a cent per ad result. Develop SEO marketing strategy informed by social media monitoring and analysis. Proposed and led integration of new task and cloud communication tools with existing project management tools, resulting in improved communication, accountability, transparency across functions, and timeliness of deliverables. Supervise development using git repositories (Testfairy, Bickbucket, github) and Gantt development pipeline tools, recording in Gantt format for internal project documentation. Hire staff; research software development and marketing agencies and interview leads. Proofread/edit copy and translate social media/website content from Spanish to English. Run A/B split testing of social media posts via Google Analytics, ensuring success of prototype landing pages. Write blogs for company website, including reviews of communications tools. Maintain WordPress site's Fusion elements in back-end editor and components.

02/2015-01/2016

Communications Specialist, IFPTE LOCAL 21, San Francisco, California

- Curated organization website content using Drupal CMS for International Federation of Professional & Technical Engineers, Bay Area labor union with 10,000 members.
- Maintained website copy; installed/managed widgets and complementary tools weekly.
- Produced and distributed internal and external communications, including via Mailchimp.
- Coordinated social media presence on Facebook, Twitter, LinkedIn, and Instagram, utilizing Alexa, Insights, and Google Analytics to track and report engagement.
- Oversaw press relations, pitching stories and researching media to expand contacts.
- Integrated Slack with Salesforce to streamline communication between field representatives and shop stewards.

08/2012 – 01/2014

Legal Translator, Capín, Calderón, Ramírez y Gutiérrez-Azpe, Mexico City, Mexico

- Translated merger and acquisition contracts for international clients of senior partner.
- Localized digital content for English-speaking clients; curated/wrote universal blog posts.

09/2010 – 08/2011

Senior Research Consultant, PODER, Mexico City, Mexico

- Conducted market research for business intelligence nonprofit Project on Organizing, Development, Education & Research to increase accountability and improve human rights profile of corporations operating in Mexico City.
- Produced 20-page report on social security evasions by Mexican service sector companies based on research of government databases and on-the-ground interviews with executives and employees.
- Compiled research and risk analysis for international companies seeking reputable investments in Mexico.
- Collaborated with NGOs and human rights groups to research data and expose corporate malfeasance.

10/2006 – 09/2009

Communications Coordinator, Metaphernwerkstatt Artist Consortium, Berlin, Germany

- Determined and executed marketing strategy for Berlin-based experimental sound installation and art consortium.
- Focused efforts on public outreach, contacting community leaders, writing web copy, establishing email lists.
- Oversaw media outreach, pitching to press and expanding media contact list.
- Shot and edited video footage; designed publicity materials with InDesign and Photoshop.
- Wrote international press releases in English about events and art exhibits and distributed to local and international press contacts, achieving average response and coverage by three to five media outlets per event.
- Contributed to community outreach and event planning
- Managed technology acquisition and inventory.

INTERNSHIPS

06/2010-08/2010

Spanish Language Outreach, Democracy Now!, New York, New York

- Conducted outreach to independent Spanish-speaking radio stations in Latin America, the U.S. and Spain about adding Democracy Now! in Spanish to their programming.

10/2006-12/2009

Radio Producer & International Correspondent, Radio Onda, Berlin, Germany

- Project of Latin American News Agency, Köpenickerstr 188-189, 10997 Berlin.

TECHNICAL SKILLS

- *Language/Translation:* English, German, Spanish
- *Project Management:* Slack, Bitrix, Trello
- *CRM:* Salesforce Trailhead Certification in Data Management (2016)
- *Analytics/Reporting:* Crystal Reports, SPSS
- *Graphic/Layout Design:* InDesign, Photoshop
- *Sound Editing:* Audacity, Samplitude, Wavelab
- *Video Editing:* Final Cut Pro, Premiere
- *Programming:* UNIX/Linux, Dreamweaver
- *Git Repository:* Testfairy, Bickbucket, github

PUBLICATIONS

"Sachamanta." Translation of subtitles from German/Spanish into English for independent film, kameradisten.org, 2015.

"Heimat Was?" coproduction of short film, Metaphernwerkstatt, Berlin, 2010.

News media landscape in Chile, Master's Thesis, Polytechnic University of Berlin, 2010.

Radio Play "100 000", produced for digital radio 100.000, Polytechnic University, Berlin, 2007.

"Word Problems or Problems with Words? Die feministische Diskussion über Political Correctness" als eine vorgesehene Maßnahme gegen Sexismus und Rassismus im englischen und deutschen Sprachraum, University of Freiburg, May 2000.