

## PERSONAL DETAILS

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## INTERESTS

- Longtime contributor to *The New Yorker* Shouts and Murmurs and McSweeneys Internet Tendency
- Frequent speaker and teacher on humor writing and social media best practices
- Volunteer writing teacher at Title 1 schools
- Maybe a little too into murder podcasts

## EXPERIENCE

### Futures Without Violence

- Solely responsible for daily ongoing strategic social outreach for a large non-profit that focuses on anti-violence; grew audiences on all social platforms and engaged followers, funders, partner orgs, and influencers
- Created and maintained an editorial calendar with input from seven different teams on topics like policy, economic justice, gun control, and gender-based violence
- Conceptualized and created original content, including graphics, videos, Facebook and Instagram Lives, and promotion for high profile live-streaming events
- Produced social media toolkits shared with partner groups, individual advocates, and funders
- Orchestrated strategic influencer outreach plans to form alliances with key groups and individuals
- Measured analytics on monthly performance and managed amplification via boosting ads and paid outreach

### Social Media Consultant

2019 to 2023

### Freelance

- Create original social media content for various campaign engagements, including original video scripts, Cameo scripts for celebrities, tweets, graphics, blog posts, Instagram posts and Reels
- Clients include Pfizer, General Mills, AARP, Get Out the Vote, Lean Cuisine, Capital One, Heifer International, Revlon, American Cancer Society, Planned Parenthood, Swing Left, American Academy of Pediatrics, Goldieblox, Lodgewell, GLSN, MJ Hegar for Senate and others

### Content and Social Media Creator

2010 to Present

### Writer and Author

- Contributor to *The New Yorker* Shouts and Murmurs, McSweeney's Internet Tendency, *Texas Monthly*, *Texas Highways Magazine*, *US Weekly Magazine's* Fashion Police, and more
- Author of *I'm Wearing Tunics Now* (Andrews McMeel, 2022), *Ginger Mancino*, *Kid Comedian* (BookBar Press 2022), and *SOCKS: A Footloose Miscellany* (Chronicle Books, 2023) and included in the anthologies *Listen to Your Mother* (Putnam, 2015) and *Keep Scrolling Till You Feel Something* (McSweeneys 2019)
- Ghost writer for A-list celebrity host of a Women of a Certain Age Showtime comedy special in 2022

2007 to Present

### The Conferences for Women

- Responsible for all social media channels and platforms for the annual Texas, Massachusetts, Pennsylvania, and California Conferences for Women, the largest in the country with attendance at 11-15k each.
- Worked with high-level sponsors to promote their involvement, including video, Facebook Live, and branding opportunities
- Managed all community engagement, curation of relevant content, paid ad campaigns, analytics, and overall social media strategy on a year-round basis

### Social Media Director

2015 to 2019

## OVERVIEW

In-demand creative writer and thinker, with 10+ years of proven social media management success. Creator of copy, content, social, video and everything needed to bring personality to a brand or topic. Experienced social media consultant skilled in the most impactful ways to engage, interest and inform an audience. I know when a project needs humor, when it needs gravitas, and when it needs something in between.

## CAREER HIGHLIGHTS

- Part of a select delegation of social media influencers to visit Malawi, Africa with Heifer.org
- Recruited by Pfizer to create Covid-focused content
- Author of three traditionally published humor books
- Created a Twitter parody account with 500k+ followers that was featured in national media



— Built and coordinated “social media street teams” to help influence and amplify. Efforts resulted in increased audience and sold out events.

## **SPEAKING AND TEACHING**

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- Frequent speaker on social media best practice for the City of Austin small business classes
- In-demand humor teacher for Writers League of Texas, Zibby’s Classes, St. Nell’s Humor Residency and others
- Lecture on and teach humor writing to kids via Austin Bat Cave, Kids with Pens, and multiple school appearances

## **EDUCATION**

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### **University of Oregon**

Bachelor of Arts, Film &TV

## **RECOGNITION**

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- Winner of the Iris Award at Mom 2.0 influencer conference
- Featured author at the 2023 Texas Book Festival
- Guest on NPR’s national Ask Me Another show
- Humor pieces performed in Benedict Cumberbatch’s Letters Live by award-winning actors