

EXPERIENCE

MINDBODY, Inc.

- 2018 - Present** **Manager, UX Writing**
- Oversees work across all products, works with UX Director and UX/UI Managers
 - Designs end-to-end content strategy for a house of brands (using research and data)
 - Coaches a team of writers for the B2B and B2C product lines
- 2018** **Senior UX Writer**
- Created content strategy for B2B product line and integrations
 - Authored department's style guide "The UX Copy Library"
 - Mentored writers and designers on design thinking
- 2016 - 2017** **UX Writer**
- Led company brand initiative *One Voice* and trained over 800 employees on voice and tone
 - Wrote for the B2C product line, including the MINDBODY app

Dozuki, a division of IFIGIT

- 2013 - 2016** **Director of Outreach**
- Coordinated marketing strategy and was the company's public speaker for year-round tradeshows
 - Three-season host of the educational webinar, "The Dozuki Workshop Series"
 - Contributing editor of "The Tech Writing Handbook"
 - Published in GOOD, Makezine, and Australian Society for Technical Communication

California Polytechnic State University

- 2012 - 2013** **Teaching Associate**
- Taught "Writing and Rhetoric" with an emphasis on research and argumentation
 - Structured a pedagogy based on collaboration, new media, and critical thinking
 - Acted as Writing Proficiency Exam (WPE) Counselor and University Writing Center Tutor
- 2012 - 2013** **Newsletter Production Manager, English Department**
- Designed and launched Cal Poly's first English Masters quarterly newsletter
 - Edited visual and copy from dozens of contributors

EDUCATION

California Polytechnic State University
2015 Master in Arts, English Literature

Loyola University New Orleans
2011 Bachelor in Arts, English Literature
and Women's Studies

ADDITIONAL WORK

MINDBODY, Inc.
2018-Present Content Editor of *Equality, Diversity, and Inclusivity*
2016-2019 Chair of Professional Development for *Women in Tech*

San Luis Obispo County Juvenile Hall
2013-2017 Creative Writing Teacher of Inside Voices and HerVoice

* noun \ 'wər-dē \

Added to Merriam-Webster Dictionary in March 2018, meaning "a lover of words"