

EXPERIENCE

Facebook Inc.

2020 - Present **Content Strategy Manager**

- Leads writers on the largest Content Strategist team in the world
- Helps drive initiatives and products for Community Creators and People

Mindbody Inc.

2018 - 2020 **UX Writing Manager**

- Managed writers who specialized in the B2B end-to-end experience
- Developed voice, tone, and brand strategy, including building the "Product Language Center"
- Created the company-wide Ideation Program, generating over 1,500 concepts
- Oversaw product work, partnering with the Director of Design and UX Managers

2016 - 2018 **Senior UX Writer**

- Drove content strategy for B2B and B2C products and integrations
- Authored style guides "The UX Copy Library" and "Once Voice"
- Trained over 800 employees on voice and tone
- Mentored cross-functional teammates on design thinking

Dozuki, a division of iFixit

2013 - 2016 **Director of Outreach**

- Marketing strategy and coordination for annual events
- Public speaking and 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 **Instructor**

- Taught English Writing and Rhetoric, emphasizing research and argumentation
- Structured a pedagogy based on new media and critical thinking
- Supported students as a Writing Proficiency Exam Counselor and University Writing Center Tutor

2012 - 2013 **Newsletter Production Manager, English Department**

- Launched Cal Poly's English Masters quarterly digital newsletter
- Edited copy and visuals (including layout and photography) from dozens of contributors

EDUCATION

California Polytechnic State University

2015 Master in Arts, English (concentration on Linguistics and Pedagogy)

Loyola University New Orleans

2011 Bachelor in Arts, English Literature and Women's Studies

ADDITIONAL WORK

Mindbody Inc.

2018-2020 Content Editor for *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