

JOURNALISM EXPERIENCE

PURPLE MANGO PRODUCTIONS LLC, St. Louis, MO Founder and Owner 2018 - Present

- Published articles in several publications; pitched, won, and completed journalism, copywriting, marketing, ghostwriting and editing projects; 90% success rate on work pitched

HEC MEDIA, St. Louis, MO Special Projects and Programs Producer & Reporter 2016-2021

- Emmy-Winning Producer (NATAS Mid-Am Region, 2021); Emmy-Nominated (NATAS Mid-Am, 2019); Gold NATOA Award (2018)
- **Production:** Produced and edited 20+ journalism segments and 25+ live shows (virtual events and partner programming) that required leading 5 - 15 person teams and coordinating with additional organizations and partners.
- **Management:** Served as HEC Magazine editor for monthly 10-page publication; Initiated intern program; recruited, hired, supervised, and mentored up to 3 interns/semester (totaling 20+ interns)
- **Business Development:** Identified grant opportunities and managed applications for \$48K in grant funding; increased donations by 200%
- **Marketing:** Event promotion and production; social media and promotional video assistance; brand management

WILL - ILLINOIS PUBLIC MEDIA, Champaign-Urbana, IL Journalist & Producer 2015 - 2016

- **Production:** Launched *The 21st*, a daily statewide news/public affairs talk show carried on four stations and served as senior producer; identified dynamic guests; prepared guests and hosts; assisted with directing and engineering; While developing and launching *The 21st*: pitched and developed special one-time hour-long shows and reported both feature and spot news for all beats
- **Broadcast:** Served as local fill-in host for *Weekend Edition*, *Here & Now*, and *All Things Considered* and recorded daily continuity breaks for weekday evenings; Served as pledge drive talent for radio and TV drives
- **Marketing:** Managed web and social media strategy for *The 21st*; wrote web copy and contributed to web page design

NPR: TED Radio Hour & WETA, Washington Week With Gwen Ifill, Washington, DC Production Intern 2013 & 2014

ADDITIONAL WORK EXPERIENCE

EDWARD JONES, St. Louis, MO Accelerated Leadership Program June 2023 - Present

EPICENTER LITERARY MANAGEMENT & PRODUCTION COMPANY 2023

- Script reading and script coverage for 2 projects per week, project tracking

EDWARD JONES, St. Louis, MO MBA Marketing Internship - Digital Content Strategy 2022

- Consolidated & refreshed several website content clusters from 65 pages to 30 clear, updated, and informative pages to ensure ease of customer conversion and to streamline the customer journey
- Partnered on the reduction of the website navigation menu, restructuring the website getting started page, social media thought starters, and competitor analysis to further a continued flow of customer leads and customer attraction

EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS, OLIN BUSINESS SCHOOL, St. Louis, MO, May 2023

Master of Business Administration, Marketing Emphasis

- Knight Scholar (Top 7% of the Class); Bauer Leadership Fellows
- Olin Marketing Association (President '22-'23, First-Year Officer); Olin Women In Business (VP, Professional Development Events '22 - '23); Venture Network; Entrepreneurship and Venture Capital Association (VP, '22 - '23); *Forte Fellow & Chancellor Scholar*

WEBSTER UNIVERSITY, Saint Louis, MO, May 2018

Master of Arts in New Media Production

SAINT LOUIS UNIVERSITY, Saint Louis, MO; Magna Cum Laude, May 2014

Honors Bachelor of Arts, Communications (Emphasis: Broadcast Journalism and Mass Media); Minors: Film Studies and Marketing

- **Awards:** National Academy of Television Arts & Sciences Mid-America Chapter, Walter Cronkite Scholarship; The John J. Pauly Award for Outstanding Student Achievement, Dan Kelly Scholarship for Broadcast Journalism; Student Leader Honorarium (SLU-TV President)

SKILLS / ACTIVITIES / INTERESTS

- **Languages:** Basic French
- **Leadership:** Emerging Leaders Program at FOCUS St. Louis (Spring 2019); SLU Communication Department Advisory Board, Member (2016 - Present); STL Public Radio Generation Listen Leadership Council, Member (2017-2019) & Marketing Chair (2018-2019)
- **Interests:** Following Taylor Swift and all of the easter eggs, Running marathons, writing; creating videos; Spotlight on St. Louis - Founder/Editor: <https://www.spotlightonstlouis.com>, @spotlightonstlouis (Instagram & Facebook) and @spotlightonstl (Twitter)