

Professional Experience

- **Oregon Department of Forestry, *Public Affairs Officer***

**March 2022-
Present**
Permanent Position

 - Spokesperson for the agency for wildfire suppression, prevention, and mitigation.
 - Create and carry out communications campaigns to promote the agency and its work as the largest fire organization in the state.
 - Collaborate with partnering agencies to align key messaging on shared topics.
 - Prepare a variety of written, graphic, and video content under strict deadlines (email, social media posts, etc.)
 - Work with the webmaster to update the website.
 - Fulfill public records requests in a timely manner.
 - Prepare press releases, respond to media inquiries and connect reporters to subject matter experts when appropriate.
 - Form relationships with reporters and media outlets.
 - Prioritize projects and requests and set reasonable expectations under strict deadlines.
 - Implement crisis communication tactics during fire season in response to wildfire emergencies.
 - Work with the agency's protection division to promote their communication priorities and programs.
- **Oregon Employment Department, *Public Affairs Specialist***

**March 2018-
March 2022**
Permanent
Position

 - Prepare and implement communications plans regarding new or updated statewide programs.
 - Prepare a variety of written, graphic, and video content under strict deadlines (email, social media posts, etc.)
 - Fill public records requests in a timely manner while maintaining confidentiality.
 - Field media inquiries, write and prepare press releases, respond to news media and connect reporters to subject matter experts for interviews.
 - Form relationships with media outlets
 - Pull analytics to create targeted, strategic communications plans and digital campaigns.
 - Manage multiple statewide social media accounts for the agency.
 - During COVID-19, our statewide account's following grew by over 800 percent.
 - Manage a team of administrators across the state that maintain social media pages for local audiences.
 - Plan, implement and evaluate social and digital media campaigns.

- Create language accessible and disability accessible content.
 - Manage, create and edit web content for the internal and external uses through web management systems.
 - Created a new website solely for COVID-19 that I still maintain, which reached over 800,000 page views in October 2020.
 - Launched identical language websites in 15 languages other than English
 - Work under strict deadlines and prioritize requests.
 - Train and present to other employees on web, social media, and media relations policies and practices
 - Video editing, averaging two videos per week.
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- **Cherry City Roller Derby, *Volunteer Social Media Director*** **November 2019-Present**
 - Manage and post on the leagues social media (Facebook, Instagram).
 - Stay up-to-date on current social media trends and be creative in posts.
 - Provide strategic communications expertise.10 hours/week
Unpaid

 - **Florida Fish and Wildlife Conservation Commission, *Information Specialist*** **September 2016-March 2018**
 - Edit and update the research section of the Florida Fish and Wildlife website through constant communication with subject matter experts to make sure the most up-to-date scientific data is available.
 - Top 3 division in updating website information during transition.
 - Collaborate with different divisions or agencies (ex. law enforcement, federal agencies, and other state agencies) to create a cohesive message.
 - Establish and maintain working relationships with internal programs and stakeholder groups.
 - Develop, edit, and upload content for the quarterly internal and monthly external newsletter.
 - Edit press releases, articles, and other promotional materials for AP style and grammar.
 - Develop, edit, and produce video and photo content, which involved filming expert interviews and fieldwork and compiling it to create finished products.
 - Plan and attend educational and outreach events.
 - Contribute content to social media, which includes written, photo and video content.
 - Assist and answer public inquiries, leading them to the correct information or agency.
 - Provide tours of our facility for schools, management, and other researchers.40 hours/week

Qualifications

Type 3 Public Information Officer

Education

M.A. **Strategic Public Relations**
George Washington University
Jan. 2020 - August 2021

B.A. **Mass Communications – Editorial**
Minor: International Studies
University of South Florida,
Cum Laude, Fall 2015

Skills

- Social Media (Facebook, Twitter, Instagram) – Advanced
- Hootsuite and Agorapulse – Advanced
- Web Management (Joomla, Sharepoint, Umbraco) – Advanced
- Microsoft Suite (Word, PowerPoint, Excel)
- Photography – Intermediate
- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Creative Cut etc.) – Intermediate
- Final Cut Pro - Intermediate