

Media Experience

- **Marketing Director, Appiction LLC** April 2010
Simultaneously marketed the smartphone app development company as well as the apps created using a combination of SEO, keywords, social and viral marketing and traditional press. Successfully forged relationships with major app sites and brought in new clients.
- **CEO, IPitch.com.au** June 2009
Launched the social networking site for startups and investors from scratch, helping design the user experience, create content, handle freelancers and build membership. Partnered with sponsors and events to promote the site.
- **Web Producer, KTBC FOX 7** May 2008
Managed the editorial aspect of the station's website, including editing and embedding video, getting breaking news online, creating unique web content to supplement broadcasts and using social networking sites and tools to reach out to viewers.
- **Assistant Editor, Community Impact Newspaper** October 2007
With the newspaper's growth, was promoted from writing position to managing freelance writers and reporters, overseeing design and reviewing press releases. After the launch of the company's website, produced photo slideshows and videos to accompany news stories.
- **Video Producer, Current Television** February 2007
Commissioned by the cable network to produce documentaries. With a cameraman, filmed and edited pieces including man-on-the-street interviews and fashion show coverage that aired nationally.
- **Reporter, Community Impact Newspaper** September 2006
Oversaw the company's entrance into the Austin market. Reported on business, government and civics involving interviews with Austin leaders and businesses. Teamed with designers to produce news graphics and compiled accurate listings for events and retail.
- **Publisher, Austin Style Watch, www.austinstylewatch.com** July 2006
Launched Central Texas' first street-fashion website. Coded and designed the site and wrote and photographed the content. Handled press releases and reviewed fashion shows. The site has been recognized in international and local fashion publications.
- **Editorial Intern, 512 Magazine, Girard Diversified Interests** January 2006
Wrote fashion and feature articles for monthly downtown Austin entertainment magazine. Styled photo shoots including borrowing clothing and jewelry from Austin retailers, scouting models and locations and working with photographers.
Additional experience: www.Mary-KateAndAshley.com, Pflugerville Pflag newspaper, www.ExpertVillage.com, Appolicious.com

Software Skills

Web: HTML, XML, CSS, Flash, Javascript, Dreamweaver, FTP programs and WYSIWYG editors, Basic SEO and Basic Mobile Marketing and Design
Multimedia: iMovie, Final Cut Express, Adobe InDesign, PhotoShop, Illustrator, AVID, Microsoft Office, Audacity, AdWords, Analytics

Industry Recognition

National Newspaper Association - July 2008
Won third place best business feature for an article on the opening of Austin's mixed-use Domain shopping center.
Austin Monthly Magazine - December 2007
Interviewed for fashion article on neighborhood looks around Austin. Styled outfits from areas around Austin.
Tribeza Magazine - September 2007
Interviewed and photographed in magazine's annual style issue as an Austin fashion blogger.

Service Work

Guest Speaker, University of Texas Fashion Group September 2008
Talked to college of Textiles and Apparel about organization about balancing Austin Style Watch with professional writing career.
Author Escort, Texas Book Festival October 2004 -07
Guided nationally-recognized authors around Austin to book signings and public speeches.
Assistant Program Leader, Girlstart August 2006
Ran weekend sessions teaching 7th grade girls about technology. Lessons included HTML and computer science.

Education

The University of Texas Austin, Bachelor of Journalism specializing in multimedia July 2006