

## PROFESSIONAL EXPERIENCE

### Enrollment Marketing Manager

Indianapolis, IN

Butler University

June 2019–Present

- **Build, write, and edit** email communications to prospective, first-year, and transfer students utilizing Butler’s CRM Slate Technolutions.
- **Create** landing pages on external Butler website and **revise** existing website copy.
- **Monitor data** and **build reports** to track success of email campaigns.
- **Project manage** and **coordinate with create team** on print and digital deliverables with varying production schedules.
- **Edit** communications to prospective students using a hybrid of AP and Chicago styles.

### Internal Communications Manager

Indianapolis, IN

Butler University

October 2016–June 2019

- **Developed** and **implemented** strategic communication plans that include email, digital newsletter announcements, and website updates for the Department of Human Resources.
- **Wrote** and **edited** articles for publication in employee newsletter and *Butler Magazine*.
- **Served** on various University committees to gain insight into ongoing issues, staff culture, and to offer potential solutions and feedback regarding upcoming changes or projects.
- **Created, distributed,** and **analyzed** survey data on the performance of employee newsletter.

### Content Writer

Pendleton, IN

GVC Mortgage, Inc.

August 2014–July 2016

- **Researched** and **wrote** blog articles for corporate and branch websites.
- **Wrote, edited,** and **designed** content for ebooks, flyers, policies, and website content.
- **Managed** corporate and affiliated branches social media content.
- **Trained** staff members on new social media employee advocacy software program.

### Legal Writer & Researcher Intern

Detroit, MI

Quicken Loans—Legal Lifeline Specialty Projects

January 2014–August 2014

- **Wrote** and simplified all applicable residential lending statutes.
- **Designed** training materials for incoming interns and **created** brand for internal and external communications from the Legal Lifeline team.

## TECHNICAL SKILLS

**Adobe Suite** (InDesign, Photoshop)

**CRMs** (Slate Technolutions, Salesforce Marketing Cloud)

**Social Media** (Facebook, LinkedIn, Twitter, Sprout Social)

**Content Management Systems** (WordPress, Drupal)

**Coding Languages** (HTML/CSS)

## PROFESSIONAL SKILLS

**Content Creation**

**Editing / Providing Feedback**

**Project Management**

**Strategic Communication**

**Analyzing data and analytics**

## EDUCATION

### Butler University

Master of Arts in Business Administration '19

### Grand Valley State University

Bachelor of Arts, Writing '13



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Fishers, IN