

## // WORK EXPERIENCE

**Senior Director of Editorial & PR**, March 2021 – Present

**Director of Editorial & PR**, Oct. 2019 – Feb. 2021

**Editorial Director**, May 2018 – Oct. 2019

UNTUCKit

- Work cross-functionally to establish campaign and seasonal messages across all channels
- Drive and elevate the brand voice I founded, contributing to 30% YoY growth two years in a row
- Manage a five-person copy & PM team for all catalog, direct mail, ecomm, email, and social copy
- Write or edit advertisements, including print, outdoor, digital, TV, and radio/podcast
- Support store openings (60+ since 2018) with copy for all windows, signage, and holiday gift guides
- Plan yearly PR strategy and manage PR agencies in the U.S., U.K., and Canada
- Concept, brief, and oversee paid influencer campaigns that enhance brand messaging
- Direct project management and creative review processes for a 30-person marketing team
- Assign and write stories for *Untucked Magazine*, UNTUCKit's online editorial arm, which I created

**Freelance Writer**, 2007 – Present

- AskMen
- Men's Health
- Rolling Stone
- Bloomberg Pursuits
- Men's Journal
- St. Louis Magazine
- Furthermore by Equinox
- OUT
- Texas Monthly

**Fashion Editor**, June 2016 – Feb. 2018

**Associate Fashion Editor**, July 2013 – June 2016

Men's Health Magazine (monthly, 1.9M circulation)

- Pitched and wrote fashion and grooming stories for the print edition and MensHealth.com
- Maintained an extensive knowledge of menswear, grooming, and watch markets
- Styled photo shoots and managed all sample pulls
- Created content for @MensHealthStyle social (Facebook, Twitter, Instagram, & Snapchat)

**Editor-In-Chief**, Aug. 2010 – Aug. 2011

AVID Magazine (monthly, 25,000 circulation)

- Created, developed, assigned, copyedited and fact checked all department and feature stories
- Oversaw art, production, and budget of each issue, with a transition from quarterly to monthly
- Managed two full-time staff employees and more than a dozen freelancers

**Special Sections Editor**, July 2009 – Aug. 2010

St. Louis Magazine (monthly, 50,000 circulation)

- Oversaw and planned special advertising yearly calendar

## // EDUCATION

**M.A. in Journalism**, magazine editing emphasis, Jan. 2008 – May 2009

University of Missouri

**B.J. in Magazine Journalism & B.A. in English**, Aug. 2002 – Dec. 2007

University of Missouri

## // SKILLS

- Adobe InCopy
- Apple Certified
- K4
- Adobe InDesign
- AP Style
- Shopify
- Adobe Photoshop
- HTML
- WordPress