

RECENT ENGAGEMENTS (Freelance)

Hydrogen | Consultancy*Principal Consultant / Content Strategist & Copywriter*

Leading brand development, content strategy, UX, and copy development for a range of global brands, institutions, and startups – including Apple, Google, The New York Times, Johnson & Johnson, BlackRock, Unilever and Samsung. Led naming and messaging guideline development for Marriott Bonvoy, Nestlé, Bayer and Audible. Agency collaborations include McCann, Publicis, Landor, TBWA\Chiat\Day, Mother New York, Saatchi & Saatchi, Edelman and Digitas.

Apple | 2021-2022*Senior Content Strategist*

Led worldwide digital and cross-channel content strategy for iPhone. Oversaw the development of iPhone's product story and digital experience across Apple.com and channel retail environments. Supported channel partner marketing initiatives through the development of a digital toolkit – including flexible content modules, messaging guidelines, usage recommendations, and measurement framework. Promoted consumers' switch to iPhone through a dedicated "If I Switch" landing page experience. Led consumer research and product messaging refinement across Amazon for Apple Watch.

Google Brand Studio | 2020-2021*Senior Content Strategist & UX Lead*

Led content strategy, messaging development, and stakeholder engagement for Google's diversity, equity and inclusion initiatives. Oversaw all content and copy-related tasks for the launch of Google's LGBTQ+ commitment hub, www.pride.google. Led content intake, UX strategy, story development and copywriting for Google's upcoming DEI digital experience encapsulating all of Google's diversity, equity and inclusion efforts – including representation, accessibility, philanthropy and financial commitments.

iShares/BlackRock | 2019-2020*Senior Content Strategist & Copywriter*

Led the rebrand and digital experience rollout for iShares. Oversaw implementation of the iShares brand voice across all digital channels.

Ogilvy Health & Wellness | 2018-2020*Copywriter / Verbal Identity & Naming Lead*

Led content strategy and messaging development for Nestlé's parent advocacy initiative (The Parenting Index). Developed naming system and consumer messaging for a premium wellness product in the China/Asia/Pacific market.

Mother New York | 2017-2018*Verbal Identity & Naming Consultant*

Led naming development and verbal identity rebrand for Marriott Bonvoy.

EXPERTISE

Brand Strategy & Innovation
Data-led Marketing Strategy
Content Strategy & UX
Copywriting
Naming & Verbal Identity
360 Campaign Development
Product Marketing
User Experience

CLIENTS

Adobe Systems
American Express
Apple
BlackRock
British Airways
Cervezas Mexicanas
Cisco Systems
Citibank
Diageo
DreamWorks
DuPont
Four Seasons Hotels & Resorts
Google
Groupe L'Oréal
Hasbro
Hilton Hotels
Holiday Inn Express
HP Enterprise
HSBC
Hyatt Hotels
iShares
JCPenney
Johnson & Johnson
Knorr Foods
L.L. Bean
Lowe's
Mars
MasterCard
Michelin
Microsoft
Motorola
Nestlé
The New York Times
Nikon
Nolet Spirits USA
Novartis
PAPER Magazine
Pfizer
Roche Pharmaceuticals
Royal Canin
Samsung
SAP AG
Siemens
The State of New York
Sugoi
TIME Inc.
Unilever
Verizon FiOS
Wendy's

AWARDS

"Google | Space To Belong"
Google Brand Studio
– 2022 Effie Award, Social Good / Diversity, Equity & Inclusion
– 2022 Anthem Award, Gold, DEI / Best Local Awareness Program
– 2022 Anthem Award, Silver, DEI / Best Local Community Engagement
– 2022 Anthem Award, Bronze, DEI / Community Space / Community Engagement
– 2022 Webbie Nominee, Websites and Mobile Sites / Best Individual Editorial Feature

"Marriott Bonvoy"
Mother New York
– 2019 Freddie Award, Hotel Program of the Year, the Americas
– 2019 Freddie Award, Best Hotel Promotion, the Americas
– 2019 Freddie Award, Best Elite Hotel Program, Europe and Africa
– 2019 HSMIAI Gold Adrian Award, Marriott Bonvoy Global Launch

"Diversity & Inclusion Campaign"
The Association of Junior Leagues
– 2018 American Inhouse Design Award

"Best Architectural Design of an Attached Community & Best Brochure"
The Howard Hughes Corporation
– 2018 National Association of Homebuilders

"Rebranding/Repositioning"
The Association of Junior Leagues
– 2017 PR News Platinum Award Finalist

"Small Business Saturday"
American Express | Digitas
– 2013 Cannes Lion Award
– 2013 IAB MIXX Award
– 2013 Effie Award

"Big Break for Small Business"
American Express | Digitas
– 2013 Stevie Award

INDUSTRIES

Automotive
Consumer Goods
Fashion
Finance & FinTech
Food & Beverage
Health & Wellness
Hospitality & Travel
Insurance
Luxury Goods
Media & Entertainment
Technology