

## Education

Sep 2011 to May 2013

Masters of Communication Management  
**University of Southern California** ♦ Los Angeles/San Francisco, CA  
Annenberg School for Communication & Journalism

Sep 2002 to Aug 2005

B.A. Communications, Minor English  
**Brigham Young University** ♦ Provo, UT  
Staff Writer, Ke Alakai (BYU-Hawaii Campus)

## Experience

Sep 2009 to present

**Marketing Content Manager**  
Citrix ♦ San Francisco, CA

Manager of global marketing content program for Citrix Online Services Division (GoToMeeting, GoToMyPC, etc.). Facilitates integrated content marketing by developing key themes and campaign content across global marketing in conjunction with Marcom, Product Marketing and Demand Generation, targeting SMB and enterprise business.

Manage and execute multi-media content from inception to completion, working with third party analysts, thought leaders, internal campaigns and creative services (e.g. videos, eBooks, white papers, case studies, podcasts, webinars, etc.). Manager of website resources page and editorial calendar, ensuring key themes, campaigns and content map to the customer journey. Corporate presenter for marketing webinars.

### Notable accomplishments:

- Reduced content creation budget by 40% while produced 20% more content (Q3 to Q4, 2011).
- Doubled website traffic to content resources page in two quarters.
- Presented on over 80 prospect and customer webinars, ranging from 200 to 4,000 SMB attendees.
- Developed and implemented content strategy across global marketing, resulting in branding and messaging alignment, reduction of duplication of work, and optimization of assets for international markets.

Nov 2006 to Sep 2009

**Marketing & Business Development Manager**  
Corum Group, Software Mergers and Acquisitions ♦ Bellevue, WA

Managed and created all marketing content for SMB targets (e.g., video, webinars, weekly eNewsletter, press releases, email campaigns, market research reports, etc.). Developed, analyzed and optimized all marketing programs and campaigns, working with the internal leadership, creative services, press, and software associations. Managed company website and SMB business development program.

June 2006 to present  
(intermittently)

**Marketing Strategy & Design Consultant**  
Delicious Decors / Craft Sisters ♦ CA/WA

Developed and executed marketing plans, campaigns, and created branded multi-media business collateral. Analyzed and improved lead generation efforts by conducting market research and creating persona-based content.

Jan 2006 to June 2006

**Technical Writer**  
Omni Air International ♦ Tulsa, OK

Managed and wrote manuals, spreadsheets and forms for presentation, data collection, and records maintenance. Liaison between OAI and the Federal Aviation Administration (FAA) by reviewing revision packages and preparing responses to FAA requests.

## Internship

July 2004 to August 2005

**Reporter & Editor**  
Utah Valley News ♦ Provo, UT

Developed video news packages, conducted interviews, organized story layout, developed scripts, performed voiceovers, and edited news packages.

**Production Assistant**  
Marie Osmond & Friends Radio Show ♦ Orem, UT

Drafted and pitched stories to executive producers. Responded to audience inquiries, coordinated promotional contests.

## Volunteer

June 2009 to July 2009

**Orphanage Worker**  
Go Vap Orphanage ♦ Ho Chi Minh, Vietnam

## Publications

Comprehensive portfolio at [www.ContentCr8.com](http://www.ContentCr8.com)

## Special Skills

Adobe Creative Suite  
AP Style, Salesforce, Campaign Manager, Hoover's  
Final Cut Pro, Camtasia

Digital/manual photography, digital video  
Surfing, watercolor, jewelry making  
Founder, Scoodiez ([www.scoodiez.com](http://www.scoodiez.com))