

Professional Summary

Communications/marketing professional with consistent experience meeting the needs of customers and team members while maintaining a high-level of confidentiality. Solution-driven, proactive communicator with strong multi-tasking abilities in team and individual environments. Self-starter with attention to detail in high-stress conditions.

Work Experience

CVS Health | January 2017 – Present

Member Communications Analyst, Existing Clients

- Maintain brand across multiple materials
- Train new team members and provide continuing support
- Backup team graphic designer for custom card and kit updates
- Provide support to account administrators
- Fulfill material requests through third-party vendor
- Update and maintain client annual enrollment welcome kits and member prescription cards
- Collect and present daily reports as requested
- Provide quarterly and annual healthcare kit updates following specific customer requirements

Swoon Staffing | November 2016 – December 2016

Contractor with CVS Health

- Entry level Member Communications Consultant until hired full time

Insight Global | June 2016 – October 2016

Contractor with PetSmart Corporate

- Created company and seasonal branded signs for instore products across multiple departments

The Creative Group | January 2016 – May 2016

Contractor for Cranial Technologies

- Edited graphics
- Managed vendor requests and production
- Organized and fulfilled location requests for marketing materials
- Assisted with material purchases

Freelance Copyeditor for independent publication

Grammar check, sentence structure & fluency, character development and storyline improvement for increased reader comprehension.

Freelance Graphic Designer

Resumes, custom monograms, personalized greeting cards, custom social media banners

Skills

- Social Media Management (HootSuite, Sprinklr)
- Digital Marketing (Google Analytics, email blasts with EmailChimp and similar)
- Written and verbal communication, internal and external
- Journalistic Writing (fact driven) and research
- Art and Design (Adobe Photoshop, Adobe InDesign, Canva)
- MicroSoft Suite programs – Word, PowerPoint, Excel, Outlook, OneNote, Teams
- Website Management (WordPress, Wix)
- Knowledge and practice of AP Style

Education

ASU Walter Cronkite School of Journalism & Mass Communication

Bachelor of Arts | Early Graduation in December 2015 | Dean's List

ASU W.P. Carey School of Business

Certificate in Sales & Marketing Essentials

Publication in Various Print & Digital Outlets

The State Press | Downtown Devil | The Arizona Republic | Moon Valley Tattler