

Award-winning veteran journalist seasoned in editorial leadership, forming and implementing communications and content strategies for media, government, nonprofit, documentary and political campaign environments. I convey information in a compelling fashion and work effectively with varying stakeholders, often translating complex policy or academic content into easily digestible prose. Fast-paced, collaborative and high-pressure environments are welcome and ideal.

- Writing/Editing (articles, audio/video/speech scripts, talking points, newsletters, press releases, white papers, ghostwriting, web content, blogs, social media)
- Communications Plans
- Content Strategy
- Public Speaking/Presentations
- Team Leadership
- Media Relations
- Interviewing and Research
- Podcast/Audio-Video production

PROFESSIONAL EXPERIENCE

Oregon Health Authority (Portland, OR)**Dec. 2021 - present*****Deputy PIO for Content Strategy and Development***

Lead a team of writers and social media content producers in Oregon Health Authority's (OHA) COVID Communications Unit.

- Oversee the creation of English language content for OHA's COVID-19 e-newsletter that goes out to 185,000 subscribers, assigning, editing and writing content for English language blog posts, newsletter content and social media.
- Balance the communications needs of a wide variety of community partners and stakeholders in the collective effort to fight the COVID-19 pandemic across Oregon.
- Work with OHA's senior health advisors to keep website and collateral content up to date on vaccine authorizations, safety guidance, FAQs and more, keeping Oregonians informed of the latest COVID-19 news and information.
- Lead the effort to transform, redesign and rebrand OHA's COVID-19 newsletter into a post-pandemic publication covering a wide range of public health issues including monkeypox (hMPXV), wildfire health safety, extreme heat, algae blooms, baby formula shortages, avian flu and more.

City of Portland, Office of Mayor Ted Wheeler (Portland, OR)**March 2021 - Dec. 2021*****Researcher***

- Conducted research as needed on key policy issues based on the Mayor's four recovery-related agenda items - 1) End homelessness and increase affordable housing options; 2) Improve community safety and enact police reform; 3) Boost citywide livability; and 4) Grow local businesses, help startup, and revive business districts. Research is done using an equity, inclusion and sustainability lens throughout every task.

Journalist/Writer/Researcher/Volunteer (Portland, OR/Santa Barbara, CA)**2014 - 2021**

- Ghostwrote, researched and edited memoirs for Portland developer John Russell (2019 - 2020), Portland businesswoman and bike maven Mia Birk (2018) and a private client in Santa Barbara (2014-2017). I conducted lengthy interviews and significant research into historical events and developed an intimate understanding of the subjects' tones and perspectives. Copious fact-checking was also a top priority.
- Volunteered for the ACLU of Oregon doing phone intake, primarily referring Oregonians in legal need to an array of other organizations, also conducting case-specific research for the attorneys. (*Feb. 2017 – April 2018*)
- Produced audio content for InvestigateWest for its award-winning criminal justice series. (*Jan. 2017*)

“Yes for PSU” Campaign and Measure 98 (Portland, OR)**2016****Communications Director**

Branded and marketed a regional ballot measure campaign designed to raise money for scholarships, teachers and counselors at Portland State University by designing and implementing a comprehensive communications plan. I also designed and executed a communications strategy for Measure 98, which sought to increase Oregon’s high school graduation rate.

- Served as campaign spokesperson and pitched stories to local and national media.
- Wrote polling questions used to collect public opinion data to inform our messaging.
- Collaborated with Winning Mark consultants to create campaign marketing and media strategies, disseminating those strategies to my colleagues on the campaign staff.
- Held open bi-monthly strategy meetings to discuss our campaign with members of the public.

Santa Barbara Foundation (Santa Barbara, CA)**2010 - 2014**

(The Santa Barbara Foundation owned KDB Classical Radio and was a leading stakeholder in the Knight Foundation-funded investigative journalism startup, *Mission & State*. As such I worked for both under a single employer.)

Features Producer/Communications, KDB Radio (12/10 – 11/13)

- Successfully promoted the causes of the Santa Barbara Foundation by producing feature stories heralding its leadership, grantees and program, partnering with the VP of Communications to align messaging.
- Cultivated successful relationships with a variety of stakeholders including donors, story subjects, radio listeners, and foundation board members through regular strategy meetings.
- Designed a spate of programming elements that better connected the station with the community, contributing to an increase of the station’s donor base from fewer than 10 to over 700 in three years’ time.

Investigative Reporter, Mission & State (02/13 – 06/14)

- Helped launch this nonprofit long-form investigative news site by producing stories vital to the community that weren’t being told elsewhere; followed up stories with community discussion events.
- Solicited input from the community via weekly “coffee chats” to better serve our readers.
- Organized and moderated a public forum panel discussion on the lack of pro bono legal services for the poor and immigrant communities of Santa Barbara County (following a story I wrote on the subject).
- Exposed the suspicious political activities that could likely greenlight California’s first off-shore oil drilling permit since the devastating 1969 Santa Barbara oil spill.
- Worked collectively with my team to aid the efforts of local nonprofits and activists to delegitimize a proposed gang injunction that was ultimately blocked in the courts.

WBUR 90.9 FM (Boston, MA)**2008 - 2010****Producer/Reporter, NPR’s “Here & Now”****(also) 1999 - 2002**

- Produced radio news segments on tight daily deadlines. This included research, booking guests, pre-interviewing, taping, editing and writing accompanying content for the web and social media.
- Covered a wide range of subjects including politics, sports, economics, global terrorism, pop culture, the arts, literature, business, sports, science, healthcare, and pretty much anything under the sun.

Freelance Journalist (New York, NY)**2002 - 2008****Film Producer/Writer/Researcher**

- Engaged in a broad spectrum of freelance projects, including public radio reporting, nonprofit consulting, videography, non-fiction book research/ghostwriting and documentary film production.

EDUCATION

Bachelor of Business Administration - Marketing | James Madison University (Harrisonburg, VA)

AWARDS

Radio-Television News Directors Association: Best Use of Sound, "The Sounds of Cirque du Soleil"; aired 10/23/01 on NPR's "Here & Now"

Associated Press: Best Use of Sound, "The Sounds of Cirque du Soleil"; aired 10/23/01 on "Here & Now"

Southern California Journalism Awards (L.A. Press Club): Best Radio Feature, "9/11 Requiem of Remembrance"; aired 09/09/11 on KDB Radio

VOLUNTEERISM

Oregon Humane Society - Foster parent (Sept. 2019 – present)

ACLU of Oregon - Researcher/Phone Intake (Feb. 2017 – April 2018)

Therapy Dog Volunteer with my dog "Buddy"

- OHSU and Doernbecher Children's Hospital (Sept. 2017 – present)
- Green Bean Books children bookstore in Portland, Oregon (Oct. 2016 – present)
- All for Animals in Santa Barbara, California (May 2013 – Aug. 2014)

Volunteers for Peace – Laborer in Turkey, Spain and France (summer 1998)