

EXPERIENCE

Assistant Manager, Marketing & Content

American Alliance of Museums, Arlington VA

September 2023—Present

- Facilitated collaboration between Marketing and Content teams by serving as a key liaison, streamlining workflows, improving data management systems, and ensuring efficient logistics for all published content. Spearheaded implementation of engagement strategies, enhancing visibility and audience reach.
- Produced and managed two weekly newsletters and multiple targeted email campaigns, achieving a 63% increase in open rates within one fiscal year (from 3.5% to 5.7%) through data-driven analysis and strategic enhancements.
- Developed and executed a comprehensive social media strategy for a combined audience of nearly 200,000 followers. Conducted regular content planning meetings, created and published high-impact posts, and maintained a detailed content calendar to ensure consistency and engagement.
- Collaborated with media outlets to promote organizational initiatives, craft compelling press releases, and manage public-facing communications to elevate brand visibility.
- Used audience insights to develop content strategies that engaged diverse demographics.
- Authored and distributed memos to coordinate cross-departmental communication efforts, ensuring adherence to communication policies and compliance with federal guidelines.

Marketing & Social Media Associate

National Museum of African American History and Culture, Washington DC

June 2023—September 2023

- Conducted in-depth research and maintained comprehensive records to support advertising placements and procurement processes, ensuring adherence to organizational standards and federal guidelines.
- Designed and developed innovative graphic materials, including advertisements, signage, posters, flyers, and press kits, to effectively communicate museum initiatives and enhance public engagement.
- Executed strategic social media campaigns, creating high-quality multimedia content that expanded the museum's reach and significantly boosted audience interaction across multiple platforms.
- Collaborated with museum staff and stakeholders to produce compelling content for in-person events at the NMAAHC, leveraging blogs and social media to increase awareness and attendance.

Gallery Associate

Georgetown Galleries, Washington DC

August 2022—January 2023

- Developed and executed comprehensive marketing and communication strategies for three public programs.
- Conducted in-depth research on artists and exhibitions, producing compelling narratives that supported public programming and marketing initiatives, attracting media coverage and audience interest.
- Represented the gallery in interactions with donors, artists, and the public to strengthen partnerships and advance the mission.
- Assisted with curatorial work and exhibition planning, including supporting content creation, and ensuring alignment with the museum's communication strategies.

Lead Art Instructor

Tephra ICA, Reston VA

June 2022—August 2022

- Developed and implemented comprehensive educational curricula and materials for a six-week visual arts camp.
- Managed classroom activities for 30 students, including cultivating artistic skills and active participation.

Social Media Strategy Intern

DeenTV, Herndon VA

January 2022—June 2022

- Developed and executed new social media strategies to increase brand awareness.
- Created and analyzed digital content for Facebook, LinkedIn, YouTube, Instagram, and Twitter.
- Conducted performance reports, increasing Instagram engagement by 15% in two months.
- Maintained pitch lists to identify key influencers and optimize outreach strategies.

Co-Curator

The Anderson Gallery at VCU, Richmond VA

August 2021—May 2022

- Oversaw museum administration and educational programming, including collections maintenance and research, ensuring alignment with institutional standards.
- Conceptualized and developed exhibitions, conducted artist research, and coordinated outreach for public programs, effectively promoting museum initiatives and increasing community participation.

Guest Services Associate

Science Museum of Virginia, Richmond VA

May 2021—June 2022

- Answered questions regarding exhibits & special attractions; resolved guest issues & needs.
- Sold tickets & memberships, and balanced funds using Ticketure system.
- Increased sales numbers by utilizing special attractions, exhibit content, & price structure.

Art Instructor

Monroe Street Studio, Herndon VA

January 2019—March 2020

- Managed a classroom of 10-15 students.
- Developed lessons to enhance the skills & art knowledge of elementary & preteen students.
- Instructed students on how to use art resources.

Reader & Scribe

Northern Virginia Community College

June 2019—August 2020

- Supported students with disabilities by facilitating equitable access to exams and coursework.
- Read tests aloud to students, transcribed responses verbatim during exams, and took detailed notes during lectures.
- Improved academic outcomes for students measured by positive feedback and increased test scores.
- Monitored educational progress by maintaining detailed records of test sessions and adherence to academic integrity standards.
- Collaborated with faculty and disability support services to meet students' needs.
- Ensured compliance with accessibility requirements by adapting services to align with university policies and ADA standards.

Docent

Smithsonian Institution

December 2018—June 2019

- Guided visitors through the Hirshhorn and American History museums.
- Managed interactive exhibit-themed activities, encouraging hands-on engagement and deeper exploration of museum content.
- Repaired exhibits and maintained gallery spaces to ensure an optimal visitor experience.
- Accomplished increased visitor satisfaction as measured by positive feedback and high engagement during programs.
- Used the Ticketure system to process ticket and membership sales.
- Managed financial transactions through ticketing software.

Intern Artist

Smithsonian's Hirshhorn Museum

September 2018—December 2018

- Created artwork for a public showcase, collaborating with professional artists to refine techniques and presentation.
- Supported public art education initiatives by assisting with workshops and engaging visitors in creative activities.
- Leveraged exclusive access to ARTLAB technology to produce innovative projects.
- Participated in a multi-week intensive program focused on professional artistic development.

Front Desk & Office Assistant

Herndon Senior Center

November 2016—May 2018

- Welcomed guests and visitors, while addressing inquiries and providing directions to center activities.
- Scheduled appointments, and developed daily schedules to support senior programs and services operations.

- Managed correspondence, paperwork, and filing to ensure organized and accurate record-keeping.
- Accomplished a 20% improvement in office efficiency by streamlining filing systems and organizing scheduling processes.
- Assisted in event planning and coordination, ensuring successful implementation of senior programs and activities.

EDUCATION

Georgetown University, Washington DC
 Art & Museum Studies Master’s Degree

Virginia Commonwealth University, Richmond VA
 Arts in Mass Communications Bachelor’s Degree

SKILLS

Media Relations & Outreach	Content Strategy & Development
Social Media Strategy & Engagement	Cross-Functional Collaboration
Project Management & Coordination	Writing & Editing
Research & Content Development	Crisis Communication & Messaging
Adobe Creative Suite & Multimedia Production	Public Speaking & Presentation
Stakeholder Engagement & Relationship Management	Event Planning & Coordination
Digital Communication Tools & Analytics	Brand Management & Promotion
Press Release Writing & Media Materials	Email Marketing & Optimization