

## SUMMARY

*A Creative and detail-oriented communications professional with 7+ years of experience driving brand strategy, content development, and digital engagement across a wide range of client and organizational needs. Currently serving as Communications Manager, with a background spanning social media strategy, web development, event planning, and copywriting. Skilled in front-end web development and user interfaces, with hands-on training from The Odin Project. Oversees more than 10 active client relationships and manages a portfolio of websites and SEO initiatives. Played a key role in building the communications department from the ground up — contributing to the growth of a \$130K+ revenue stream and leading a growing team.*

## SKILLS

**Website Development:** Website Interfaces, HTML, CSS, JavaScript

**Social Media:** Adobe Photoshop, Illustrator, Premiere, Meta Business Suite Ads

**Marketing & Development:** Hubspot, Google Ads, Client Branding, Sales Pipeline Management, Event Planning

---

## EXPERIENCE

**Donnelly-Boland and Associates, Pittsburgh PA**

**Communications Manager — (December 2023– Present)**

- Leads the Communications Department in overseeing client proposals, content calendars, event coordination, internal marketing strategy, website management and development.
- Manages and develops websites for several clients, incorporating SEO and front-end development training from The Odin Project.
- Drives department growth, supports quarterly revenue goals, and ensures client satisfaction across all active engagements.
- Contributed to the department's expansion, now generating \$130K+ in annual revenue with a growing team.

**Social Media Specialist — (December 2022– December 2023)**

- Assumed responsibility for managing content calendars, strategies, and social media execution across 20+ channels, including affiliate organizations and client brands.
- Led initiatives to boost digital engagement and brand consistency across platforms.
- Wrote, designed, and scheduled content while adapting strategies based on performance metrics.

**Communications Generalist — (January 2020– December 2022)**

- Took ownership of the full client proposal and development pipeline, coordinating the creation and submission of proposals across multiple sectors for different client engagements.
- Developed cross-platform content for email, social, and print materials.
- Built strong working relationships with new and existing clients through consistent, professional communication.

**Communications & Development Assistant — (October 2018-January 2020)**

- Managed and maintained the company's CRM, leading data-driven marketing efforts and target outreach.
- Supported a variety of internal and external communication functions, including email campaigns, contact database strategy, and reporting.
- Contributed to early departmental growth, helping shape foundational communications processes from the ground up.

**Recruiter — Steel River Marketing (May 2018 – October 2018)**

- Coordinated candidate interviews and acted as a liaison between hiring managers and applicants.
  - Managed the company's social media platforms and supported website updates to enhance online presence.
  - Conducted both inbound and outbound communication for recruitment and engagement efforts.
- 

## EDUCATION

**Pennwest Clarion University** | Clarion, PA

BS in Corporate Communications & Public Relations

## CERTIFICATIONS

**The Odin Project**

**Google Analytics**

**Hubspot Content Marketing**