



Demand Generation
 Digital Marketing
 B2B Marketing Strategy
 Content Strategy
 Product Marketing
 Social Media Management
 Brand Management
 Search Engine Optimization
 UX Writing, Research, Design, Editing
 Graphic Design
 Web Content
 Corporate Communications
 Biotech and Health
 WordPress
 Photoshop
 InDesign
 Figma
 Google Docs
 MS Office
 Basic HTML, XML, CSS
 Source Checking, Writing, Editing
 AP, Chicago, APA, AMA Style
 Basic Mandarin

EDUCATION

Master of Arts, English

Brigham Young University, 1996–2001

Bachelor of Arts, English

Brigham Young University, 1992–1996
 Graduated magna cum laude.
 President, BYU Chapter of Golden Key National Honor Society, 1995–1996.
 Member, BYU Ballroom Dance Company, 1994–1997

CERTIFICATIONS

Google UX Design
 Youth Mental Health First Aid
 WLI Political Leadership

As an experienced content writer and communicator, I am passionate about amplifying the voices of experts and executives through clear, authoritative, and compelling content. With a track record of working closely with teams to drive thought leadership and market awareness, I bring a unique blend of creativity, technical knowledge, and collaboration skills. I thrive in fast-paced, revision-heavy environments, where attention to detail and delivering high-impact content are key to success.

WORK EXPERIENCE

Marketing Content Manager, MarketDial

2022–2024

Produced and optimized content for lead generation, product marketing, and client success for a B2B, SaaS, retail data-analytics platform, including thought leadership; white papers; blog writing and management; brand voice and tone; product release communications; partnership marketing collateral; sales decks; internal selling collateral; annual client conference communications; RFP writing and editing; competitive analyses; UX writing for complete web redesign; social media management; SEO to increase organic traffic; interviews with Fortune 500 companies for case studies and webinars; publication calendar and content catalog; press releases and newsletters; email campaigns; advertisements; battle cards; presentations; and one-pagers.

Freelance UX, Writer, Editor

2018–2022

Primary client was Crossover Health; worked on product team developing mental health iTreatment modules. Communicated directly with creators to collaboratively assess work and guide editorial improvements.

Assistant Editor, Church Historian’s Press,

2017–2018

Product development of historical anthologies that included: copy editing, documentary editing, stylizing using Chicago Style, proofreading, source checking, XML transfer, and web editing.

Overseas Leadership

2000–2013

Lived in Beijing, China; London, England; Shenyang, China; and Apia, Samoa as a diplomatic spouse. In Apia, I oversaw the official US residence, managing the household staff and organizing events, including Easter egg hunts, Peace Corps Thanksgiving, Veteran’s Day dinners, and the election night reception. Taught English as a volunteer at Samoa Victim Support.

Internal Communications, Intermountain Health Care

1999–2000

Handled internal corporate communications for an employee pool of approximately 25,000; edited employee handbooks; helped develop compliance training videos and content; promoted employee healthy living initiatives.

MARKETING SAMPLE QUICKLINKS

Portfolio

Thought Leadership

Medical

White Paper

Case Study

UX Writing