Digital media expert with extensive experience in defining content strategy, digital marketing, company branding and audience development. Subject matter expert with enterprise experience for large media sites leading collaboration across content and business divisions. Spearhead extensive digital media partnerships, campaigns and knowledge of online consumer behavior and competitor analysis. Strong editorial background and management of search engine optimization and social media strategies. Experience optimizing video and content for web, mobile and app traffic growth with strong metrics-driven results. Increase revenue from high data-driven content marketing for major clients. Provide corporate training and teach higher education courses.

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| **Core Competencies** |
| Digital Strategy & Brand Management | Content Strategy & Development | Analytical Skills & Audience Acquisition |
| Business Development & Partnerships | Search Engine Optimization (SEO) | Social Media Strategy & Planning |
| Editorial Content Planning & Editing  | Revenue-driven Marketing Campaigns | Educator & Corporate Trainer |

**LE Brands Digital Media LLC**
**Principal Managing Partner**  August 2013 to present
Managing partner and co-founder of digital media agency that provides brand marketing services including content strategy, multimedia (video), mobile, search engine optimization (SEO), search marketing (SEM) and social media (SMO) consultancy for business and media clients.
• Provide audits and services that include: Content Strategy and Site Development, Search Engine Optimization (SEO/SEM), Social Media (SMO) and Video strategy
• Analyze and provide recommendations for strategy and best practices
• Pitch and negotiate contracts, increase client network; Manage budget and work with clients, contractors and freelancers
• Customized strategies and methods for client projects and brand optimization
• Manage clients and partners of enterprise media sites, Fortune 500 companies, agencies, non-profit organizations, higher education institutions
• Provide client training and teach corporate training workshops for content and audience development strategies (includes search, social media and analytics)
• Blog and actively post to social media; journalism and editorial background
• Manage and perform every finance, business development and marketing aspect for startup agency
• Lead and direct team of consultants and manage freelancer budget
• Speaker at industry conferences and summits and teach corporate training workshops

**Quinnipiac University** Hamden, CT
**Adjunct Professor**  August 2013 to present
Teach social media and business media courses for Communications and Interactive Media graduate program.
• Build and plan course syllabus, lectures, assignments, discussion topics and forums; grade student performance
• Facilitate and manage social platforms for classes such as class social hashtags, Twitter, YouTube, Google Plus Community pages for each course
• Book and facilitate video sessions with industry guest speakers (Google Hangout, Adobe Breeze, Skype)
• Work with departmental director and fellow professors on improving courses and outreach for Interactive Communications Media graduate program
• Courses include: Communications, Social Media, Social and Web Analytics, Business Media & Entrepreneurship

**ESPN** Bristol, CT
**Senior Manager, WatchESPN**  August 2011 to August 2013
Manage audience development strategies for WatchESPN editorial/content integration team. Oversee SEO and social media initiatives to boost new traffic growth to WatchESPN platforms across site, mobile, app platforms.

* Establish discovery and visibility of live events available on WatchESPN/ESPN3. Increase search referrals and social network referrals for branded and non-branded terms.
	+ June 2012 had a record-breaking traffic month for total natural search referrals (186% YOY increase; increased over 10 million page views and time spent per unique user)
	+ December 2011 had the highest non-branded traffic growth ever with 445% YOY increase in natural search referrals
	+ Increased YOY referrals from social media networks (Facebook, Twitter) 125%; established social analytics
* Lead and implement video optimization and SEO initiatives; grow discovery and search result rankings for live game coverage
* Provide SEO and social media recommendations and analysis; offer SEO best practices and training; collaborate with Marketing on SEM budget
* Improve programming and editorial process by technically advancing publishing tools; inform solutions/tactics
* Seek business development opportunities with vendors that support site audit and search/social media analytics
* Work closely with divisional colleagues in Editorial, Marketing, Technology, Research, Design and Mobile to ensure every opportunity for growth
* Lead social media integration. Establish brand awareness and grow followers for Facebook and Twitter accounts. Work with product, marketing and programming on social campaigns, analytics and ROI
* Manage customer care via social media for simulcast transition; monitor fan engagement/sentiment
* Contribute to product development across platforms (mobile, API and app development., Apple TV, Xbox)

**ABCNews.com (ABC News Digital)** New York, NY
**Coordinating Producer/ Audience Development** Feb.2008 to August 2011
Directed overall site search engine optimization, blog, partner and social media strategies. Spearhead new managerial position for company. Managed audience development team for search/SEO daily efforts and social media growth. Built foundation and implemented SEO and social media in the newsroom. Facilitated editorial partnerships and maintained business development with vendors. Evangelized best practices, provide analytical reports and successes. Built special events coverage and package editorial content that include live stream video events: examples include breaking news, investigations, celebrity deaths, natural disasters, elections coverage

* Achieved ABCNews.com record-breaking traffic by boosting page view referrals from search
	+ Increased traffic growth by 49% from search referrals with over 29 million uniques; increased 45% traffic growth from Google News, Nielson ranking; Built ROI cases using search data
	+ Increase video viewership 81% by optimizing video landing pages for ABC News, generating millions in additional revenue.
	+ Success of instances from search resulted within 10 months after implementing SEO strategies to boost site traffic growth
	+ Helped ABC News achieve and maintain Hitwise top 5 ranking news sites
	+ Established social media metrics and increase visibility and discovery. Increased social network referrals 100% while managing daily social media (Facebook, Twitter) postings and implementation in the newsroom and flagship news shows (GMA, World News)
* Led and managed editorial, production and design SEO initiatives; developed best practices and enhance site architecture and content publishing system to support SEO and business goals
* Managed business development with vendors and partners, provide guidance and training across divisions
* Created analytics reports to track performance; Communicated shared learnings and presented successful initiatives with divisions across Disney at-large
* Maintained sponsorship goals: design, create and deliver content for ad-sponsored sections
* Incorporated and established social media into the newsroom; created daily trends reports
* Worked with flagship show producers on optimizing content for Good Morning America (GMA), World News, 20/20; help produce social media campaigns for coverage such as elections and special events
	+ Worked with writers, producers and copy editors to optimize stories, videos and slideshows. Edited and optimized story titles, headlines and text
	+ Worked with show and section producers on setting up social accounts; Created social media plans for event coverage and on-air messaging.
	+ Live postings on ABC News Twitter and Facebook during breaking news; retweeted and provided support across ABC flagship program social media accounts

**America Online, Inc.** New York, NY
**Programming Manager, AOL Body** July 2006 to Feb. 2008
As lead health editor, maintained and increase site traffic initiatives. Managed daily editorial assignments and condition centers. Generated reader interest and increased visibility for health, diet/fitness and healthy living channels.

* Designed and managed reader e-newsletter distribution
	+ Increased 30% growth through optimizing condition centers; increased 20% open rate for e-mail newsletter campaign
	+ Designed and published AOL Body newsletter; increase performance and open rate for 250,000 subscribers
* Led design and launch for news sections of the health site; work with staff of designers and product developers to outline layout, navigation, RSS feeds, ad placement and enhance robust key experience
* Pitched and assigned top health stories for AOL's main page; write headlines, enhance and edit stories
	+ Managed budget, negotiated contracts and assignments of freelance writers
	+ Conceived, wrote and edited stories that included photo galleries and video; interviewed notable newsmakers in the health industry, various authors and medical or nutritional experts
* Blog contributor and editor for health blog, managed community platforms and message boards for all topics

**ESPN.com** Bristol, CT
**General Editor** Jan.2005 to July 2006
As features editor, maintained and updated the sports and lifestyle sections of ESPN.com. Created high-traffic multimedia projects, assigned stories, managed weekly editorial and freelance budget. Wrote daily headlines and published top stories and galleries; facilitated reader e-mails and interaction.

* Bicoastal collaborated with producers at ESPN Magazine and Los Angeles ESPN Hollywood bureau; managed ESPY coverage and college basketball fan contest
* Facilitated video production for “Game Night” ESPN Motion franchise, subsequently sold to advertisers for $1.5 million;
* Contributed toward the 2005 Online News Association Awards nomination for Online Commentary

**Washingtonpost.com Newsweek Interactive** Arlington, VA

**Senior Producer, Live Online** June 1999 to Jan. 2005
Rose through the ranks of associate to senior producer to manage and produce popular online discussions with newsmakers and notable experts generating hundreds of reader questions per hour

* Developed relationships with Washington Post reporters for regular online chats; was primary contact for PBS scheduling (The Blues, History Detectives, Frontline and NOVA programs)
* Video reporting - produced and edited video projects including “What's Cooking” popular food blog series; assisted team of designers and production staff on photo galleries and video/audio projects
* White House News Photographers Association award-winning video, "Understanding Ramadan – Interview with Anwar Al-Awlaki"
* Contributed toward the 2004 Edward R. Murrow Award in Website Non-Broadcast; 1999 and 2000 EPPY awards for the Best Interactivity of a Newspaper Site

**Skills &Tools:** Adobe Omniture, Google Analytics, Hitwise, ComScore, Twitter Analytics, Facebook, Hootsuite, ECHO, Chartbeat, Polls, Context Optional, HTML, Cool Edit, Final Cut Pro, Dreamweaver, Quark, Adobe Photoshop, Premiere and Illustrator, Perl; AP style

**Speaker at Conferences:**2012 South by Southwest (SXSW) Digital Conference, Disney Search Engine Marketing Summit (2012, 2011), 2011 Internet Summit Raleigh, NC; 2010 Search Engine Strategies (SES) New York Conference, Member of the Asian American Journalists Association, Online News Association

**Education:** University of Maryland, May 1999; Bachelor of Science, Internet Communication & Multicultural Studies