



VITAL CLIMBING GYM

Marketing & Community Manager

Oct 2020 — April 2023

- Planned and executed 70 community events; secured sponsorships, communicated with third party vendors, provided customer service to participants, decorated, promoted, staffed, covered on Instagram stories, and executed run of show

Freelance Website Designer

June 2020 — Oct 2020

- In-house [photographer](#) for events with up to 2,000+ attendees, new promotional material, and online & archival content
- Managed in-house videographer and oversaw video process from ideation to publishing
- Used Mailchimp to write, test, and implement [newsletters](#) with audience of up to 58,000 per email and an average of 48% open rate; created new list, tagging, and subscription process
- Sole manager of the [@vitalbrooklyn](#) Instagram account; increased following by 15,000
- [Designed all graphics](#) for the three NYC gyms, including event and program flyers; permanent facility signage; email, website, and Instagram graphics; [gifs](#); and other collateral using Adobe Creative Suite
- [Redesigned Squarespace](#) website for all locations: wrote custom code and copy, created metadata for SEO, and curated images; maintained and built out new pages as needed
- Built out dozens of brand and local business partnerships through organic connections and friendly cold outreach

THE CLIFFS CLIMBING AND FITNESS

Marketing Manager

Oct 2019 — Oct 2020

- Worked directly with Marketing Director to increase gym attendance and retention across 5 facilities through social media, in-person, press outreach, and email efforts

Photographer

June 2018 — Oct 2020

- In-house photographer for events with up to 3,000+ attendees, new promotional material & online content, and staff headshots; in-house videographer for weekly climbing & tip videos

Social Media Manager

June 2018 — Oct 2019

- Used ActiveCampaign and Rock Gym Pro to write, test, and implement [drip email campaigns](#), [weekly newsletters](#), and automations for all facilities with audience of up to 82,000 per email
- Increased [social media](#) following by 40% by developing & executing social media strategy with a focus on growth, engagement, and lead generation; was sole manager of accounts with a combined 31,600 followers, included daily posts and providing customer service via messages
- Designed decks, posters, online graphics, [gifs](#), and other collateral using Adobe Creative Suite
- Commissioned by The North Face to photograph Global Climbing Day 2019

FREELANCE

Photographer & Videographer

Jan 2009 — Present

- Works and builds relationships with clients in the following areas: food & drink, fashion, lifestyle, music, portrait, and event photography; consults with clients throughout process, including pre- & post- production; manages scouting, budgets, schedules, delivery, and invoices
- Uses advanced knowledge of Adobe Photoshop and Lightroom to [manipulate, retouch, and color correct photos](#)
- Styled and photographed 90% of recipes on self-run food blog with over 1,000 page views per recipe
- Videographer for Dead Gowns Art Collective; recorded footage for a music video inspired by [Body Landscapes](#)

Skills

Adobe Creative Suite	Salesforce
ActiveCampaign	Asana
Mailchimp	Hootsuite
HTML	CoSchedule
CSS	Google Analytics

Education

New York University
Gallatin School of Individualized Study
Bachelor of Arts, Individualized Major:
Photography & Entrepreneurship
May 2016

Dean's Honor Society
Fall 2015, Spring 2016
Deans List
Fall 2012, Spring 2013, Spring 2014
Dean's Team for Recruitment
Fall 2015, Spring 2016