

Experience

Senior Account Coordinator Paxson Fay

July 2020–present

- Represent design clients in furniture, lighting, architectural materials, interior design, and architecture for a leading West Coast boutique communications agency
- Develop press strategy, compose press materials, and coordinate editor outreach; earned more than 150 placements in design publications including *Dwell*, *Sunset Magazine*, *Interior Design*, *Dezeen*, and *Design Milk*
- Innovate social media strategy, lead influencer campaigns, and create content for all social media clients; increased a client's Instagram followers by 61% and profile actions by 115% between July 2021 and August 2022
- Create client submissions for international design awards, earning 20 recognitions to date
- Write design trend articles via an invite from *officeinsight magazine*

Editor & Social Media Manager 360Modern

April 2020–December 2020

- Authored, assigned, and edited articles for the modern real estate company's blog; interviewed award-winning regional architects; profiled local mid-century modern homes entering the real estate market
- Managed social media platforms for 360Modern, publishing mid-century listings, market updates, and design inspiration
- Hosted Instagram Live interviews to discuss the changing real estate market amid COVID-19

Assistant Editor GRAY Magazine

June 2018–April 2020

- Wrote articles for *GRAY's* internationally distributed print publication, interviewing industry leaders in fashion, architecture, art, interior design, and graphic design
- Contributed digital stories, including the platform's most read article; conceptualized and launched a recurring design column spotlighting emerging creatives
- Managed *GRAY's* social media platforms, posting daily editorial content on Instagram and Facebook; promoted collaborative events with Blu Dot, Totokaelo, and HAY
- Moderated panel discussions for Interior Design Show Vancouver and Be Original Americas; emceed *GRAY's* annual award show with more than 400 attendees
- Hired and managed *GRAY's* editorial, social media, and graphic design interns; assigned and edited intern content for the magazine's print publication, digital platform, and social media

Skills

PR strategy, social media strategy, marketing strategy, copywriting, public speaking, client management, storytelling, leadership, and reporting

Awards

2019 Pioneer News Group Excellence in Journalism Award recipient for Visual Journalism; 2019 University of Washington Career Exploration scholarship recipient; 2017 Hearst National Journalism Nominee; Winter 2016–Spring 2019 Dean's List Recipient

Education

The University of Washington, Seattle, WA, BA Communication: Journalism, June 2019