

Creative strategist with roots in linguistics and design. Three years in advertising consulting taught me how brands think. Now, I'm returning to where those worlds meet, hands-on creative magic rooted in strategy and insight.

PROFESSIONAL EXPERIENCE

Kantar, Chicago, IL

Advertising Strategist - Manager, Insights Division

04/2025 – present

- Distill complex consumer insights into narrative-driven design, messaging frameworks, and creative strategies for portfolio of global Fortune 500 brands across verticals (LinkedIn, Marriott, Hilton, Best Buy, Lilly)
- Collaborate with designers, developers, and brand teams to craft cohesive human experiences across platforms
- Have authored and delivered 100+ executive-level client briefs synthesizing data into actionable storytelling and UX-forward recommendations that merge data, creativity, and design thinking

Senior Associate, Insights Division

08/2023 – 04/2025

Analyst, Insights Division

06/2022 – 08/2023

Not Your Bubbe's, Boston, MA

Copywriter and Brand Designer

03/2020 – present

- Spearheaded voice and visual identity of rapidly scaling CPG brand through playful, culturally savvy campaigns that reimagine a traditionally unpopular dessert as a fun, socially conscious treat for a modern audience
- Direct all packaging design and marketing efforts, including social strategy, content creation, and partnerships

Phissy, Chicago, IL

User Experience Lead

10/2019 – 12/2024

- Lead UX writing, product innovation and advertising of Phissy for iOS (4.8-star rating on Apple App Store, 60% user retention, 30+ countries) empowering users to record, rate, and sync orders across restaurants
- Manage team designing and refining cross-platform communication systems (naming, tone, hierarchy, and UX copy guidance) align user needs with business objectives across digital touchpoints

Educational Testing Service, Princeton, NJ

Senior Copywriter

06/2019 – 08/2019; 06/2021 – 08/2021

- Developed stimulus scripts and test items for Test of English as a Foreign Language (TOEFL) iBT® product
- Synthesized research corpora and academic sources across disciplines to build assessments of English fluency of non-native speakers applying to universities in the United States and Australia

3DuxDesign, Bridgeport, CT

Global Product Developer and Designer

05/2020 – 12/2020

- Crafted and executed a growth strategy for international STEM educational SKU, rebranding language and design of 30+ multilingual K-5 lesson plans and partnering with engineers and educators in Latin America, Europe, and US to mine insight and inform new product development pipeline

Lyric Opera of Chicago, Chicago, IL

Creative Advertising Intern

05/2018 – 09/2018

- Pitched, wrote, produced, directed, and edited 10+ multimedia campaigns targeting new audiences and lapsed subscribers, honing a new brand voice to reach more diverse audiences and strategically evolve Lyric brand

EDUCATION

Tufts University, Boston, MA

Bachelor of Arts: Applied Linguistics & Cognitive Science; Film & Media Studies

Honors: Dual Major GPA 4.0; Phi Beta Kappa, Dean's List (all semesters)

- **Office of Admissions, *Creative Video Advertising Lead, Feature Writer***
 - Produced digital, social, and print ads targeting prospective applicants/matriculants, including execution of two large-scale video campaigns that resulted in a 13% lift in applicants and estimated 10% lift in yield
- **Psycholinguistics Lab, *Lead Research Assistant***
 - Assessed primary data and body of research of phonotactics of ASL

PROFICIENCIES

Languages: English (native), Spanish (fluent), Italian (working), Swift (iOS/macOS)

Technical: Xcode, Adobe Creative Suite, Google Suite, MS Office, FCPX, Production and Post-Production Workflows