

WORK EXPERIENCE

Classcraft (2014 – Present)

- Community and Social Media Manager (2014 – 2016)
- Head of Content (2016 – 2019)
- Head of Storytelling (2019 – Present)

I joined Classcraft, a B-Corp and Quebec-based ed-tech startup, as a remote employee. As the company grew, I took on new roles as a manager, department lead, and executive team member.

During this tenure, I served as UX/UI writer and technical editor for 30+ product launches across web and mobile. I wrote and edited copy needed for all departments across the company, such as webpages, presentation decks, sales flyers, marketing emails, blog articles, downloadable guides, and more.

In 2019, I helped rebrand our Illustration department into our Storytelling Team, a production studio for narrative, illustration, and animation that produces assets for our fantasy IP.

Achievements:

- Nominated for the Gertrude Crain Award
- Wrote Classcraft's mission, vision, and values document
- Developed and maintained brand voice and tone
- Served as managing editor for Classcraft's education blog
- Ignited key strategies (blog, social media, help center, etc.)
- Launched Story Mode with ISTE 2019 AR booth experience
- Attended conferences like ISTE, G4C, and ED Games Expo

Journalist and Copy Editor - GamesBeat (2012 – 2018)

I wrote and copy edited articles for both GamesBeat and occasionally VentureBeat.

Achievements:

- Two Story of the Weeks awarded by EIC Dylan Tweney
- Repeat Editor's Pick recipient

EDUCATION

Bachelor's in English Literature (2007 – 2011)

Graduated summa cum laude from the University of Pittsburgh. Completed courses in grammar, technical writing, professional writing, and an independent study in feature writing.



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ABOUT

I'm an advocate for social good, a jack-of-all-trades writer, and a copy and developmental editor. I have 6+ years of experience in the education field and games industry.

Because I've worked remotely as both a freelancer and full-time employee leading a department, I'm comfortable working independently as well as with a team.

Values:

Honesty | Collaboration |
Communication | Inclusivity