

## CAPABILITIES SUMMARY

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Strategic content professional who aligns business goals with scalable production while strictly maintaining brand voice, accuracy, and consistency. Brings deep experience at Fortune 500 and mission-driven organizations like Mattel, Western Digital, and Lakeshore Learning, specializing in end-to-end content operations.

## CORE EXPERTISE

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- **Content Development & Strategy:** Comprehensive content strategies, editorial execution, and creative oversight.
- **Workflow Design:** Processes to keep content moving without sacrificing quality at any scale.
- **Editorial Quality:** Human-led reviews that catch what automation misses before anything goes out the door.
- **Content Governance:** Quality, consistency, and compliance standards to protect brand equity across every touchpoint.

## CAREER HIGHLIGHTS

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- **14% YOY Sales Growth: Mattel's *Masters of the Universe*** Content strategy and creative for DTC product subscription.
- **63% YouTube Subscription Increase: Western Digital** Channel overhaul delivering subscriber and engagement growth.
- **\$20M Website Redesign: Cedars-Sinai** Audits, content strategy, copy & UX writing oversight for 16,000-page website.
- **10% Capacity Recovery: Lakeshore Learning** Assessed and evolved copyediting/proofing process for better efficiency.

## EXPERIENCE

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**Golden Summit Media | Content Director** 2006–Present | Long Beach, CA

*Enterprise content strategy and editorial development for a range of clients. Includes nine years as contract content and social media manager at Mattel (2006–2015).*

- Client work includes Mattel IP and licensed entertainment (Barbie, Hot Wheels, Monster High, Disney, DC Universe, etc.), Westfield Malls, Cesar Millan – The Dog Whisperer, 4-H, SADA, Guidance Commerce, and more.
- Deliver content strategies that ensure content consistency and business needs alignment; campaigns & launches, brand voice, messaging frameworks, content & gap audits, research, calendars, SEO, reporting & optimization.
- Execute multi-channel creative production for content across e-commerce, social media, YouTube, retail, paid ads, print & digital catalogs, blogs, content marketing programs, SEO, conventions, and conferences.

**Lakeshore Learning | Editorial Director** 2020–2025 | Carson, CA

*Led content and editorial development for a national leader in educational learning materials and furniture.*

- Directed a team of 15+ writers, editors, and strategists developing voice, messaging, and content for internal communications and all external customer touchpoints, such as e-comm, UX, email, social media, and retail.
- Created messaging frameworks and content strategy for a new B2B health care segment including website, email, experiential, video, and case study content.

**Western Digital | Sr. Manager, Product Communications / Content Marketing** 2015–2017 | 2019–2020 | Irvine, CA

*Two tenures managing content for Western Digital in Marketing and Product Communications/Public Relations.*

- Built content strategy, engagement, and reporting disciplines across consumer/retail, data center, gaming, and media & entertainment verticals in a multi-brand global environment for a Fortune 200 technology company.
- Collaborated with leadership to create first-ever brand messaging frameworks, including voice & tone, pillars, and segment proof points. Adopted globally across marketing, product communications, and PR.

**Perficient Digital | Sr. Agency Manager, Content Strategy** 2017–2018 | Irvine, CA

*Engaged to deliver content strategy and editorial execution for a \$20M website transformation project at Cedars-Sinai, an internationally renowned non-profit teaching hospital and research center.*

- Developed content plans, UX strategy, and governance, and oversaw a five-person editorial team. Focused on accessible, audience-centered messaging while partnering with cross-disciplinary teams and executive leadership.

## TOOLS & PLATFORMS

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**AI:** ChatGPT, Claude, Gemini

**Analytics:** Google Analytics, Cision, Meltwater, Sprout Social, Brandwatch

**Collaboration:** Slack, SharePoint, Microsoft Teams

**Content Performance:** Hotjar, Crazy Egg

**Creative:** Adobe Creative Cloud, Figma, InDesign

**Productivity:** Microsoft Office Suite, Google Workspace

**Project Management:** Asana, Jira, Smartsheet, Workfront, Microsoft Project

**Publishing:** GatherContent

**SEO:** Google Search Console, Moz, Screaming Frog

**Style Guides:** AP, Chicago Manual of Style, Merriam-Webster

**Video:** YouTube Studio

## CREDENTIALS

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- **Google AI Professional Certification 2026**
- **Columbia Business School Digital Marketing Certificate 2020**