

WORK EXPERIENCE

Bring Fido Greenville, SC 2018-Present

Director of Content & Communications for the world's leading pet travel and lifestyle brand.

- Manage department of eight content creators, editors and social media managers.
- Launched and oversee BringFido's blog, content syndication efforts and content-driven partnerships with relevant brands.
- Developed drip email and newsletter strategy for launch in 3rd quarter 2019.

Salvo Group, Co. Miami, FL 2014-2018

Founding Partner & Chief Content Officer of a startup focused on digital publishing, social media amplification, talent management and monetization.

- Developed bilingual content strategy for 6 owned and earned digital properties.
- Managed social media for an elite roster of celebrities.
- Managed a team of 6 editors, writers and community managers, and a global network of freelance creatives to produce content for Salvo Group's owned and earned properties.
- Delivered digital traffic surpassing 1MM users per day.
- Designed branded content campaigns for P&G, Disney, Walmart, and other national brands.

M8 Agency Miami, FL 2012-2014

Content Director for a digital marketing agency specializing in U.S. Hispanic / Latam markets.

- Built content practice for M8 Agency's blue-chip clients including General Mills, Starwood Hotels, and MasterCard International.
- Hired and managed staff of 7 editors, writers and translators.
- Successfully pitched new projects including Starwood, Cheerios, and Debt.com, resulting in more than \$5 million in new business billings.

SafetyPay, Inc. Miami, FL 2008-2010

Director of Marketing, Latin America, for a global online payment solution with offices in U.S., Europe and South America.

- Designed digital marketing campaigns that more than tripled revenues and customer base.
- Repositioned company through its bank partners, introducing new verticals and recruiting bank employees as brand ambassadors.
- Lived and worked in Mexico and Peru, managing staff in local offices.

American International Group, Inc. (AIG) New York, NY 1998-2005

Director of Marketing & Communications for three AIG member companies responsible for AIG's domestic claims services.

- Supervised a department of 6 marketing and communications specialists.
- Built and maintained all claims web sites and intranet sites; organized national training seminars to communicate benefits of intranet platform.
- Managed multimillion-dollar annual budget.

EDITORIAL/FREELANCE

Writers' Bloc, Inc. Miami, FL 2006-Present

Founder of copywriting, content marketing and strategy agency. Clients include The New York Times Company, JetBlue Airways, AIG., W.W. Norton & Company, and Michelin APA.

Author of 6 books:

- Unseen Cuba, Unseen Pictures
- San Juan, Vieques & Culebra: An Explorer's Guide, Countryman Press
- Mexico's Aztec & Maya Empires: An Explorer's Guide, Countryman Press
- Great Destinations: Mexico City, Puebla & Cuernavaca, Countryman Press
- Backroads & Byways of Florida, Countryman Press
- Great Destinations Puerto Rico: San Juan, Vieques & Culebra

About.com 2009-2015

Guide to Puerto Rico Travel

Miami Herald Miami, FL, 2011-2012

Senior Editor for HCP/Aboard, the Herald's custom publishing division. Edited and wrote in English and Spanish for publications including:

- Resource and Salud, the quarterly bilingual magazines of Baptist Health Hospital Group.
- Visit Bermuda, the official guide of the Bermuda Tourism Authority.
- Visit Riviera Maya, the official guide of the Mexico Tourism Board.
- Marriott Hotels in-room books for South America/Caribbean.

Michelin, APA

Freelance editor and copywriter for Michelin APA.

- Michelin North America Road Atlas, 2013.
- Michelin Green Guide to Washington, DC, 2012.
- Michelin Like A Local Caribbean, 2012.

JetBlue Airways

Editor for South Florida travel micro-site.

Corporate clients include Cruise Planners, Puerto Rico Tourism, Satmetrix, and AIG.

 **EDUCATION** BA in International Relations with Honors, Tufts University.

 **SOFTWARE** Knowledge of WordPress, Adobe suite, HTML, Buffer, Microsoft Suite.

 **LANGUAGES** Bilingual English-Spanish speaker. Conversational French and Hindi/Urdu.