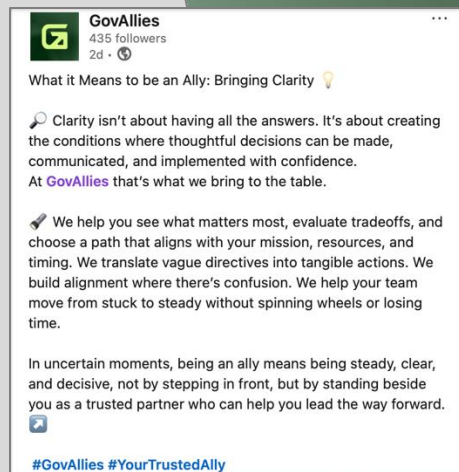
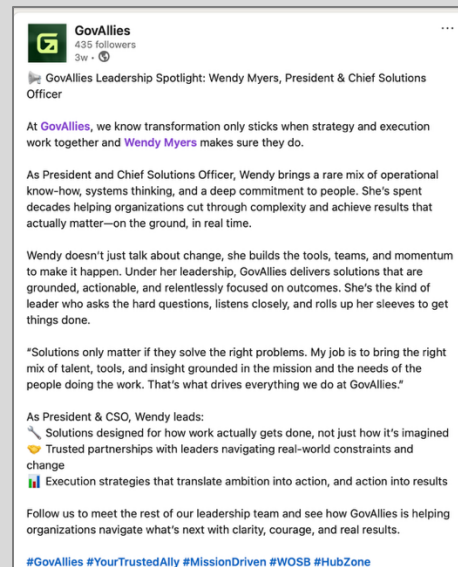


Social Media



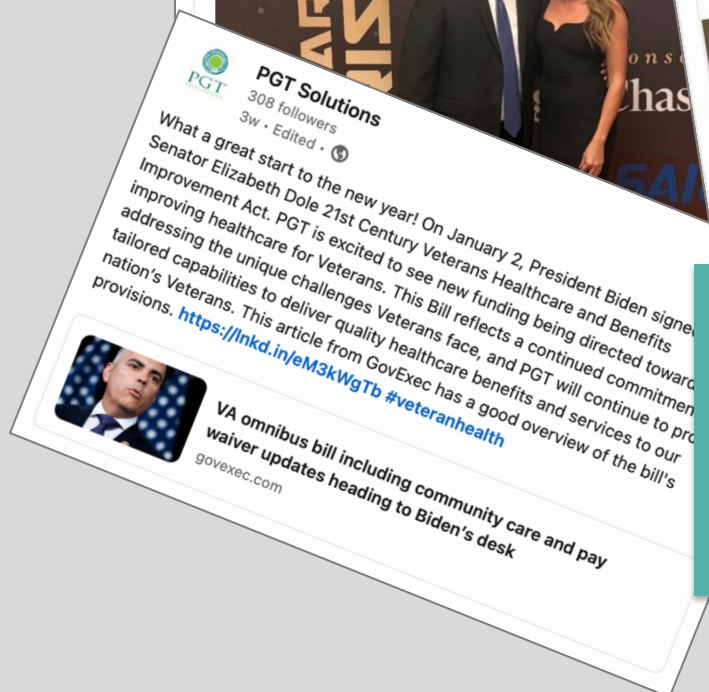
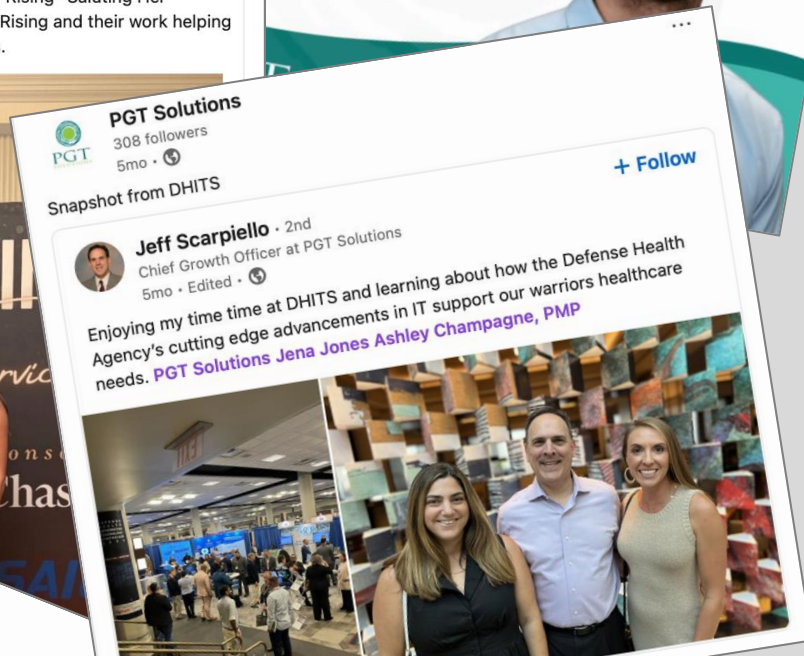
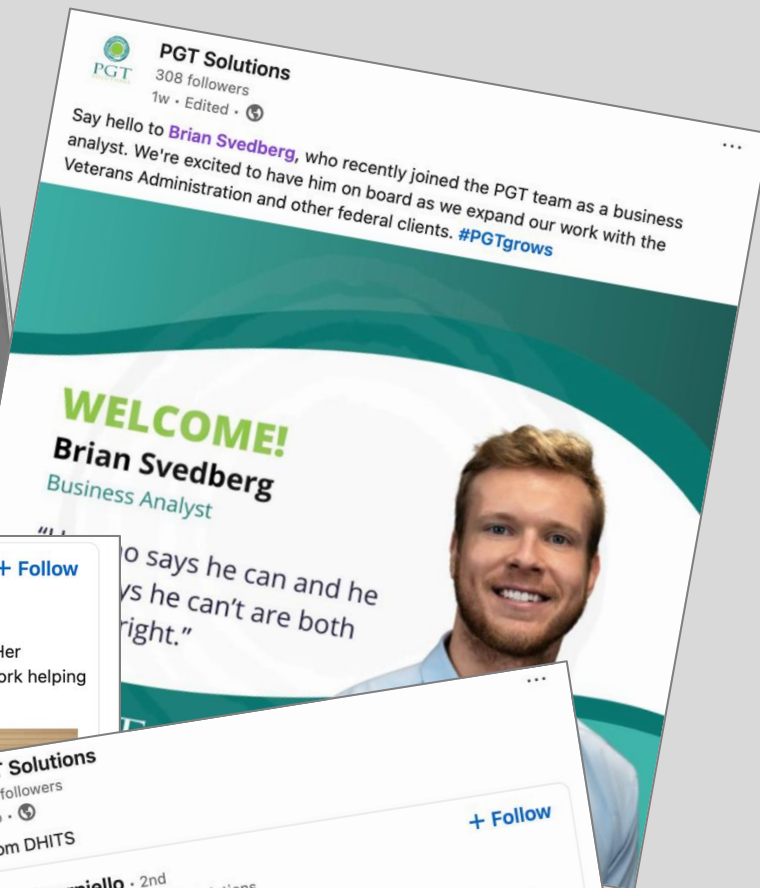
Client: GovAllies

I led a team in developing thought leadership strategies for this new consulting firm that advises federal agencies on change management, IT adoption, and workplace engagement strategies. During a time of significant change in the federal government, our goal was to position GovAllies as exactly what the name suggests – a trusted ally and partner.

Websites



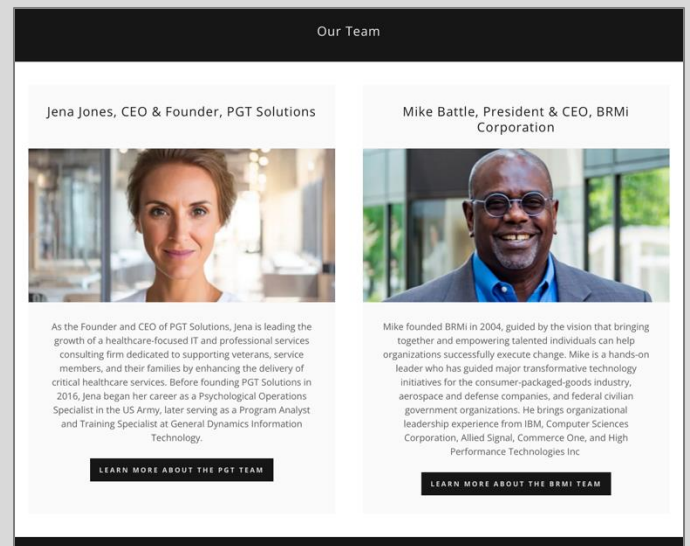
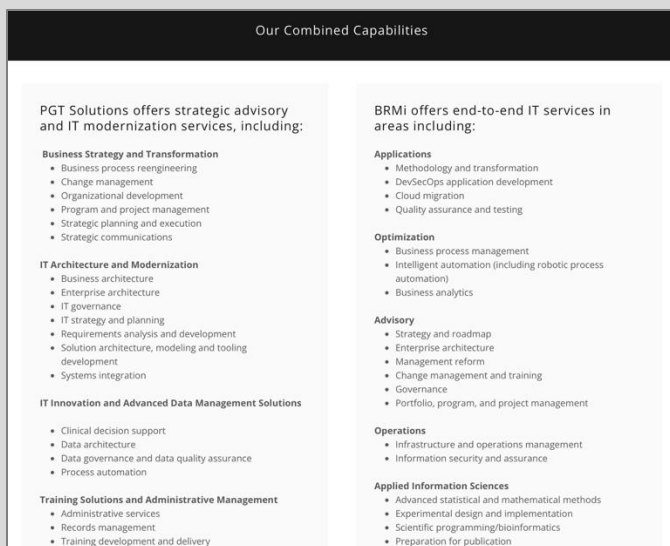
Social Media



Client: PGT Solutions

I led the development of a LinkedIn presence for this government contractor – creating templates, setting up a calendar, tracking analytics, and creating posts highlighting company news, participating in networking and charitable events, and sharing curated content with news relevant to the company's clients and areas of focus.

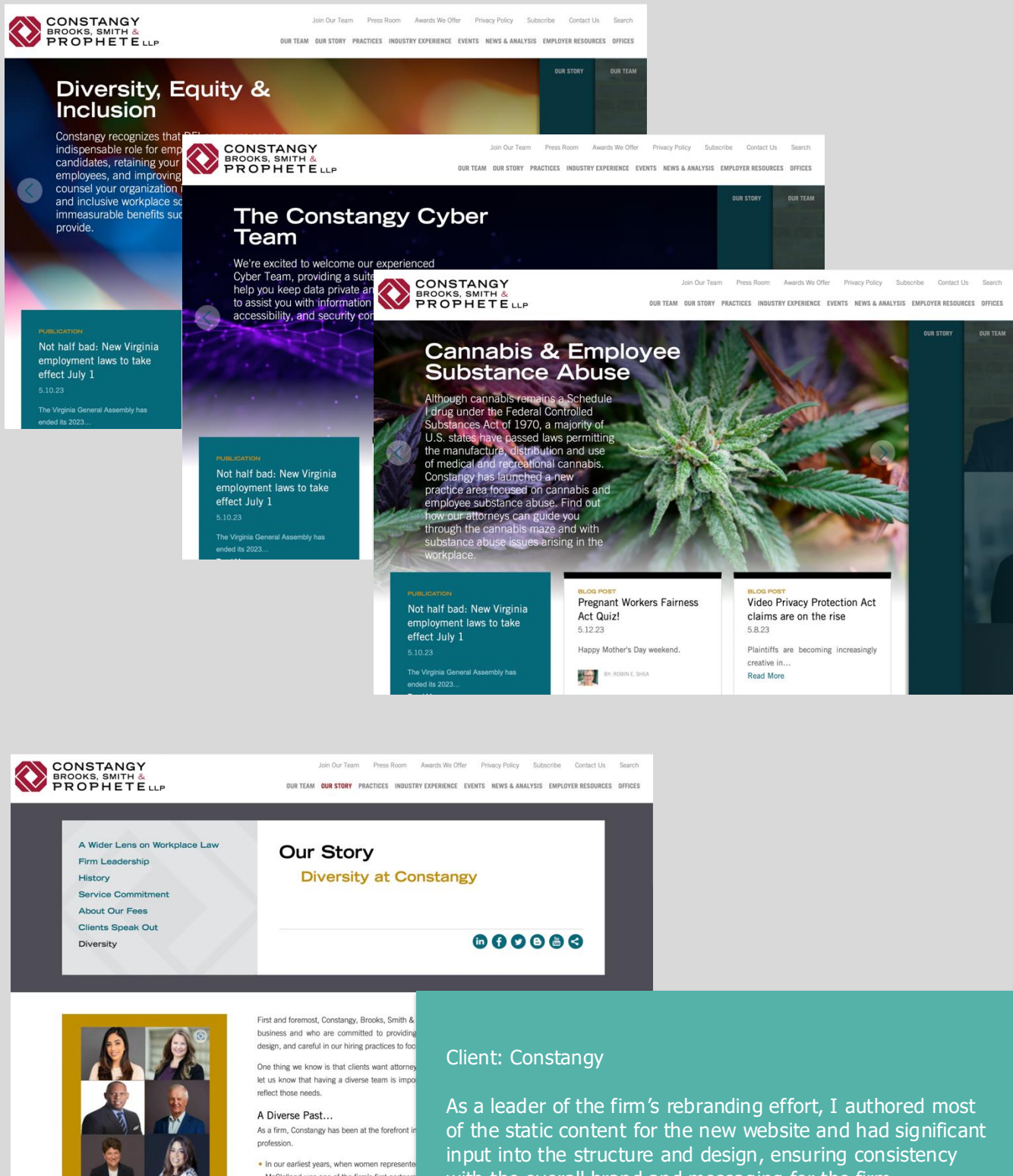
Websites



Client: PGT Solutions

Companies in the government contracting sector frequently create joint ventures to enable them to bid for and work under specific government contracts. For the PGDMS joint venture, I led the development of content for the site and managed the designers and web developers who built it.

Websites



Client: Constangy

As a leader of the firm's rebranding effort, I authored most of the static content for the new website and had significant input into the structure and design, ensuring consistency with the overall brand and messaging for the firm.

Social Media

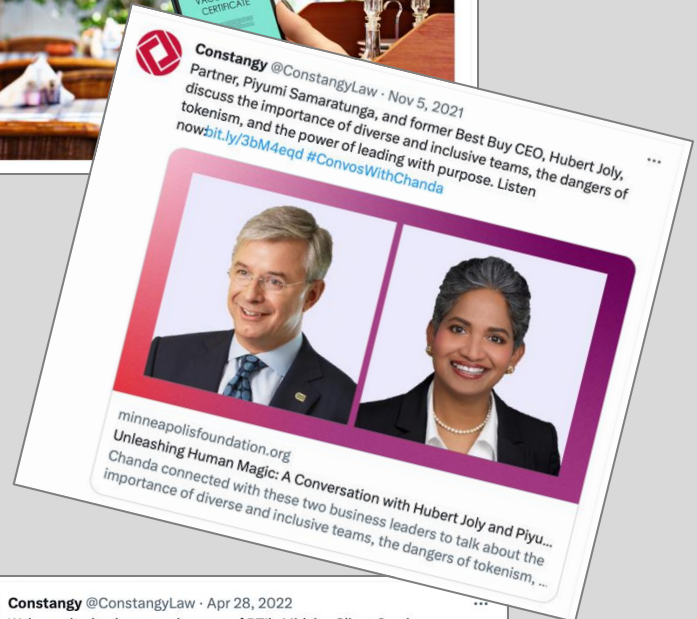
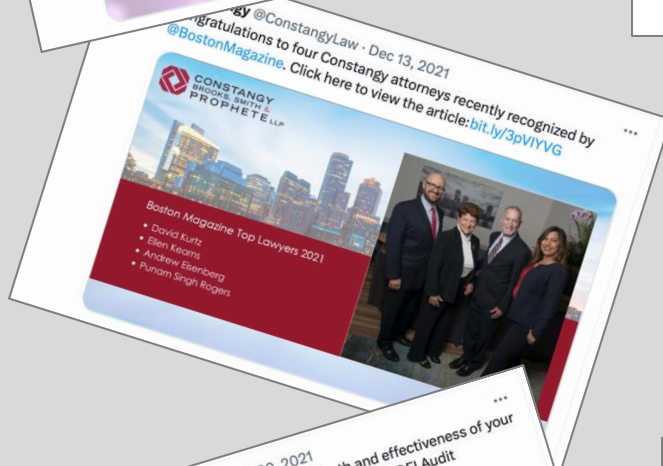


Client: Constangy

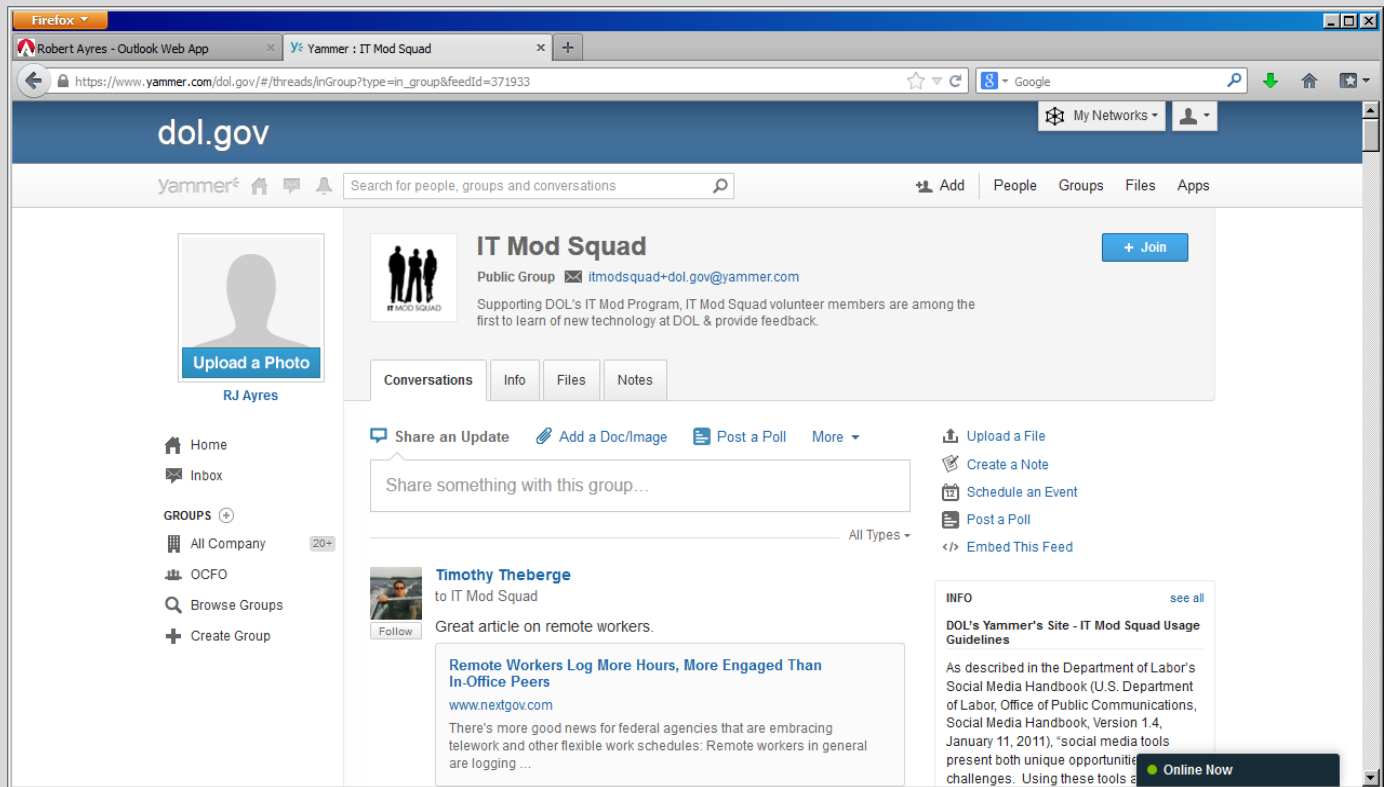
For more than 8 years, I oversaw the development of social media posts for the firm, significantly expanding audience and engagement levels.

Many of the posts here highlight programs I managed and awards and recognitions for Constangy that I secured. I led our firm's submission efforts for many DEI recognitions, including securing six consecutive years on Working Mother magazine's annual list of the top law firms for women.

Social Media



Social Media



Client: US Department of Labor

I led a two-person team that launched and provided daily updates to a Yammer group to keep DOL employees updated on IT modernization efforts. The IT Mod group was the most popular group on the DOL-wide Yammer site., attracting more than 1,000 members in its first four months.