

- Collaborated with associate editorial director and senior merchants to revise and standardize fit descriptions and product language; helped create and implement naming guidelines for Spring 2025 and beyond, and maintained and updated the Orvis house style guide.
- Tools used: Salesforce Commerce Cloud, Adobe Workfront, InDesign, Experience Manager, Smartsheet, SharePoint, Figma.

**Copy Editor, Boulder Nordic Sport; Boulder, Colo. (Remote) Aug. 2022 Present**

- Proofread and edited annual retail catalog/magazine in collaboration with owners and design team for the 2022/2023 and 2024/2025 winter editions.

**Production & Marketing Consultant, iPub Cloud International; Mesa, Ariz. (Remote) January 2023 July 2024**

- Managed production and marketing tasks for a hybrid book publisher. Edited blogs, children's books, author bios, and landing pages.
- Developed promotional materials using Canva, Adobe Express, InDesign, and YouTube. Uploaded content to Amazon KDP and Ingram Lightning Source.
- Created Amazon A+ Content and served as liaison among authors, staff, and contractors.

**Category Expert & Content Contributor, Curated; San Francisco, Calif. (Remote) July 2020 March 2025**

- Contributed to content, editing, and sales research teams. Wrote SEO-optimized product copy, articles, and reviews for winter sports and baby/toddler gear.
- Named to “Tiger Team” for editorial excellence. Helped launch and lead the baby/toddler category, and co-developed internal “Gigs” writing platform

**Editor & Web Developer, Ride On! Magazine, Southern Adirondacks, N.Y. Jan. 2019-Present**

- Co-founded, wrote articles for, edited, and published three editions of a 50+ page trail guide distributed across the region (2019/2020, 2022/2023, 2024/2025 editions). Developed and maintained the magazine’s website and social media.

**Freelance Writer, Various Media Outlets (Remote) Jan. 2009 Present**

- Contributed to Adirondack Sports & Fitness, Glens Falls Living, and FasterSkier. Regularly write profiles, features, and fitness-related content.

**Race Director, Common Roots Foundation (South Glens Falls, N.Y.) & Stinson Lake Association (Rumney, N.H.) August 2015 Present**

- Directed annual 5K fundraisers, raising over \$85,000 combined. Oversaw logistics, marketing, fundraising, and community outreach. Assisted Stinson Lake Association with achieving 1% For The Planet status.