

EXPERIENCE

Editor-in-Chief

Snowboard Magazine

Boulder, Colorado | August 2016 to August 2017

- Oversaw all operations regarding *Snowboard Magazine* and snowboardmag.com, including editorial, sales, and social strategy, branding, budgets, and content management
- Developed custom content executions for endemic and non-endemic clients utilizing a holistic approach to all of *Snowboard Magazine's* channels
- Conceived and managed the execution of Exposure, an online photo competition that implemented an overarching promotional strategy including social, digital, print, and an event, resulting in over four social million impressions, 800 participating photographers, and over 4000 photos submitted during the program
- Supervise=d an associate editor and cultivated a network of contributing photographers, writers, and artists to deliver regular, compelling content to *Snowboard Magazine's* audience
- Adapted to a changing social, digital, and print landscape to optimize performance and maintain growth in both engagement and audience acquisition
- Collaborated with the sales and marketing to develop custom advertising solutions

Online Editor

Snowboard Magazine

Boulder, Colorado | April 2014 to August 2016

- Built and maintained a comprehensive editorial calendar for snowboardmag.com that offered a progressive voice in travel, art, music, and all aspects of snowboarding culture
- Engaged in frequent travel for events and editorial assignments that required print-quality photography and real-time social coverage, followed by timely, thoughtful web editorial
- Collaborated with the print team to ensure a strong connection between magazine features and digital content, including the development of original video for snowboardmag.com
- Oversaw exponential growth of *Snowboard Magazine's* social channels, including 455% on Instagram, 300% on Facebook, and 95% on Twitter, as well as an 83% increase in new sessions to snowboardmag.com since April 2014
- Acquired deep understanding of Wordpress CMS, Hootsuite, Facebook Analytics, Twitter Analytics, Google Analytics, Adobe Creative Suite, Mailchimp, and Simply Measured

Associate, Digital Investment

Mindshare

Chicago, Illinois | June 2013 to April 2014

- Planned, presented, executed, and analyzed digital media plans for numerous brands in the health, pharmaceutical, and retail industries
- Pioneered the Digital Investment Team rollout in the Chicago office, which streamlined digital processes to ensure efficiencies and add expertise across various accounts
- Negotiated an average 20% savings for clients, allocating budgets between \$300,000 to \$13,000,000 across sales partners to achieve key performance indicators in target audience
- Served on the iThink Gaming Center of Excellence which was tasked with detailing industry trends, presenting media opportunities and offering thought leadership on a worldwide scale

Editorial Intern

SNOWBOARDER Magazine

San Clemente, California | May to August 2012

- Expanded understanding in magazine and photo journalism, studio photography, magazine layout techniques, as well as advertiser relations and sales, resulting in personal work published in Volume 25.3
- Assisted the editor with decisions regarding the publishing process, including content creation and photo selection

EDUCATION

School of Journalism and Mass Communication

University of Minnesota: Twin Cities

Bachelor of Arts

Strategic Communication: Public Relations

Graduation date: Spring 2013

University of Otago

Dunedin, New Zealand

Study Abroad Program

Spring 2011

JRH

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I desire nothing more

than to contribute

to a dynamic work

environment with like-

minded people and

create experiences to

shape people's lives while

upholding the integrity,

brand and culture of my

employer with each action

I perform on its behalf.