

EDUCATION

Boston University

Boston, MA | 2012–2014

Master of Liberal Arts in Gastronomy. Concentration in Communications

Two-time recipient of the Julia Child scholarship. Editor at The Graduate Journal of Food Studies.

Oberlin College

Oberlin, OH | 2003–2007

Bachelor of Arts in Art History and East Asian Studies with honors. Minor in History

Phi Beta Kappa. Recipient of the Clarence Ward scholarship in Art History.

WORK EXPERIENCE

Brand Copy Manager. FreshDirect

Bronx, NY | Apr. 2019–present

Owner of brand voice for a legacy online grocery retailer. Copywriter for all marketing and merchandising channels, with an emphasis on leveraging customer insights to drive product storytelling, acquisition and retention messaging, site experience, and brand awareness. Lead writer for out-of-home and 360 campaigns.

Senior Editor, Recipe Development. HelloFresh

New York, NY | Nov. 2016–Oct. 2018

Previously Recipe Writer / Editor

Managed content production for meal kit recipes, supervising print and digital publication. Edited recipes for style, clarity, layout, and skill level. Wrote supplemental content, such as headnotes and tips. Briefed and provided direction for photography. Oversaw and mentored junior team members.

Copywriter. Fairway Market

New York, NY | Jan. 2016–Sept. 2016; Oct. 2018–Feb. 2019

Lead for writing, editing, and establishing brand voice across marketing channels for a regional grocer, including signage, print and digital advertising, social media, email, SMS, blog, and web.

Food Writer & Copywriter. Freelance

Bronx, NY | June 2014–Apr. 2019

Brand content, copy, and native advertising writer. Projects include work for Angry Orchards, Budweiser, Bank of America, Boar's Head, Kashi, Lipton, Mouth, and Panna Cooking.

Contributor at Serious Eats and Chowhound, with focus on ingredient and technique profiles, food history, and social sharing-oriented articles.

Editorial Intern. Serious Eats

New York, NY | Jan. 2014–May 2014

Wrote articles and provided photography for a major culinary website with a focus on NYC dining and ingredient profiles. Updated archival content. Assisted with editorial tasks and research.

QUALIFICATIONS

Technical Skills: Expert in MS Office, Photoshop, InDesign, Google Apps, Wordpress. Proficient in Illustrator, HTML, SEO best practices, content optimization with AI, CMS platforms, workflow tools (Airtable, Figma, Wrike).

Specializations: 12+ years experience in editorial content, copywriting, proofreading, and editing. Strong knowledge of product copywriting, UX writing, conversion copywriting, inclusive writing, AP style. Fluency in graphic and web design. Deep familiarity with food, lifestyle, and cultural trends.