

EDUCATION**Masters of Arts in Communication**

Johns Hopkins University Washington, DC 2019

B.A., Liberal Arts, concentration in Writing/Gender Studies

Sarah Lawrence College Bronxville, NY 2006

Technical Courses in Electronic Design and Multimedia

City College of New York New York City, NY 2007-2010

WORK EXPERIENCE**Urban Land Institute** Washington, DC

February 2019-March 2019

Email Marketing Manager (temp position)

- Increased membership by 2,000 within the first week of employment.
- Managed all emails pertaining to the upcoming Spring 2019 and Fall 2019 meetings.
- Identified the appropriate target market for each email campaign to increase signup, membership and click-through rates.
- Analyzed email performance and implemented usability enhancements to improve overall user experience.
- Scheduled, designed and promoted content-related posts on social media.

Grey Matters Washington, DC

October 2017-October 2018

Web Content Manager/Content Writer

- Created original content daily to meet article requirements and goals.
- Developed brand based off market research to reach a predetermined audience.
- Wrote, scheduled, and promoted content-related posts on social media.
- Created and edited short educational videos.

Society for Neuroscience Washington, DC

September 2017-October 2017

Web Content Associate (temp position)

- Edited and migrated content to the new website, as well as moving and optimizing blog content to Sitecore.
- Uploaded and moved podcasts in SoundCloud.
- Edited, uploaded and migrated images using Photoshop and GIMP.
- Created discussion questions for educational articles.

National Association of Manufacturers Washington, DC

2015

Web Content Manager (temp position)

- Managed and updated the company website using Ektron, including editing text and images and moving and updating articles to the new content management system.
- Assisted with social media strategy using Sprout Social and execution for all channels, including market research.

National Alliance on Mental Illness Arlington, VA

2014—2015

Communications Intern (unpaid)

- Wrote a blog article about the 2014 NAMI National Convention that garnered over 20,000 views and ranked number four in NAMI's Top Ten Articles of 2014.
- Wrote and edited content for education on mental illness, including current events, fact sheets, research reports, book reviews and general website content. Additionally, researched and translated scientific literature on public health issues for communication purposes.
- Updated the content management system to accommodate changes made in the DSM 5 and synchronized content between Kentico and Gather Content. Also conducted market research to help inform NAMI's web strategy and presence.
- Created a presentation for faith leaders on how to talk to their congregations about mental illness.
- Contributed written content to the creation of the NAMI Air App: a social network app for people living with mental illness.

- Generated, revised and maintained company WordPress site, analyzed SEO results, debugged and troubleshoot issues related to the website's performance.
- Corrected issues that arose from errors in legacy PHP, CSS, and HTML.
- Customized and installed WordPress plugins.
- Monitored social media updates, collaborated with other departments to market and promote the organization's website on social media platforms and search engines.
- Created educational content for clients using knowledge and understanding of green energy practices.

SKILLS

- Excellent verbal and written communication skills (proficient in AP Style and APA Style).
- Proficient in HTML, XHTML, CSS, HTTP, JavaScript, PHP, as well as UI and UX skills.
- CMS and hosting platforms (Sitecore, Kentico, GatherContent, Ektron, Sharepoint, WordPress, Squarespace, Wix).
- Email blast software (MailChimp, Magnet Mail).
- Social media tools (Sprout Social and Hootsuite).
- Adept in using Twitter, Facebook, Instagram, Pinterest and YouTube.
- Adobe Suite, Canva, Soundcloud.
- Public speaking and organizational experience.
- Experience overseeing and managing projects.

PUBLICATIONS

Simone McKitterick. "Where Is My Mind: Hallucinations in Schizophrenia and Bipolar Disorder" Grey Matters Blog.

Simone McKitterick. "What is Biopsychiatry, and Why is it Useful?" Grey Matters Blog.

Simone McKitterick: "Why Do Y'all Have Tattoos?" National Alliance on Mental Illness Blog.

Simone McKitterick: "The Benefits of Integrating Behavioral Health into Primary Care". National Alliance on Mental Illness Website.

Simone McKitterick: "Trying to Test for Psychosis Risk". National Alliance on Mental Illness Website.

Simone McKitterick: "Shadows in the Sun: Healing From Depression and Finding the Light Within" Book Review. National Alliance on Mental Illness Website.

Simone McKitterick: "Unhinged: A Memoir of Enduring, Surviving and Overcoming Family Mental Illness" Book Review. National Alliance on Mental Illness Website.

Simone McKitterick: "The Price of Silence: A Mom's Perspective on Mental Illness" Book Review. National Alliance on Mental Illness Website.

Simone McKitterick: "Mental Illness Fact Sheet" project for National Alliance on Mental Illness.

Simone McKitterick: "Gratitude and Grit: How Practicing Appreciation Can Help Your Well-Being". National Alliance on Mental Illness Website.