

Narrative Strategist and Creative Leader

Narrative strategist and creative leader with 16+ years shaping long-form storytelling, editorial strategy, and enterprise communications across technology, healthcare, and consumer brands. I translate complex ideas into compelling narratives that drive understanding, engagement, and business impact, from customer success stories and product messaging to thought leadership and brand storytelling. As Managing Associate Creative Director at Adobe, I lead cross-functional teams to develop narratives that align brand voice with business objectives and market relevance.

Core Competences

- Narrative strategy and framework development
- Long-form business and technical storytelling
- Cross-functional creative leadership
- Translation of complex ideas into business narratives
- Editorial strategy and content operations
- Customer-focused storytelling
- Strategic communications and thought leadership
- Product and brand narrative development
- Team mentorship and creative direction

Professional Experience

Managing Associate Creative Director | Adobe Studio December 2023 – Present

- Define and lead narrative strategy for long-form content, customer storytelling, and brand communications that align creative expression with business objectives and commercial understanding.
- Partner with product, marketing, and cross-functional teams to translate technical capabilities into narratives that resonate with business and customer priorities.
- Lead and mentor a team of writers, establishing creative direction, editorial standards, and narrative frameworks that elevate quality and consistency.
- Direct product and brand storytelling initiatives, including videos, customer narratives, and thought leadership, that enhance understanding and engagement.
- Shape editorial strategy for retention and lifecycle communications, ensuring narrative cohesion across customer touchpoints.
- Collaborate across design, strategy, and product marketing to develop campaigns and narratives that advance brand objectives.
- Drive creative excellence through iterative feedback, quality standards, and cross-functional alignment.

Senior Writer | Adobe X Aquent Studios February 2020 – December 2023

- Crafted content and narratives explaining advanced technology in ways that resonated with marketers, business leaders, and technical audiences.
- Elevated long-form content and thought leadership through narrative depth and strategic insight.
- Collaborated with video, design, and marketing teams to produce customer success stories, videos, and lead-generation materials that connected technology to business value.
- Developed editorial and video style guides to enhance narrative consistency and production quality.
- Translated complex concepts into accessible copy that advanced understanding and engagement.

Managing Editor/Lead Writer | Adesso Brands January 2018 – January 2020

- Developed editorial voice and narrative strategy across multiple brand platforms and websites.
- Led teams of writers and freelancers, establishing editorial workflows and quality standards.
- Created long-form content, product narratives, and marketing communications that supported brand positioning and audience engagement.
- Managed editorial calendars and content operations for high-volume publishing initiatives.
- Collaborated with SEO and marketing teams to align content strategy with business objectives.

Freelance Marketing Writer | AbleTo

March – 2020 – March 2021

- Partnered with executive and design teams to develop narrative and content strategies for website rebranding and B2B2C communications.
- Crafted marketing narratives and campaign content introducing virtual care solutions to enterprise audiences.
- Developed style guides and content frameworks ensuring narrative consistency across channels.
- Translated healthcare concepts into accessible messaging that supported customer understanding and adoption.

Senior Editor/Lead Writer | Primal Nutrition & Primal Health Coach

June 2013 – December 2017

- Authored and edited long-form educational and marketing content, including bestselling health and wellness publications.
- Developed narrative and instructional materials for health coaching programs and consumer education initiatives.
- Ghostwrote executive communications and strategic content, advancing brand storytelling and audience engagement.
- Crafted marketing narratives and product content across digital and print platforms.

Managing Editor | Quantum Wellness Botanical Institute

February 2017 – December 2017

- Led editorial strategy and content operations for newsletters and digital platforms.
- Developed narrative frameworks that doubled projected online sales and enhanced audience engagement.
- Coordinated with writers and marketing teams to maintain consistent brand voice and quality standards.
- Directed long-form and promotional content supporting commercial and educational objectives.

Writer/Editor | Underground Health Reporter

November 2011 – January 2017

- Researched and authored long-form articles reaching audiences of over 250,000 subscribers.
- Established and maintained editorial voice and quality standards across content initiatives.
- Developed narratives that translated complex health information into accessible consumer education.
- Managed content operations and editorial workflows.

Education

M.F.A., Creative Writing (Fiction)

Johns Hopkins University — in progress

B.A., Theatre — Summa Cum Laude

University of California, Los Angeles