

## SUMMARY

Innovative, energetic leader with a portfolio of award-winning, trailblazing digital and social campaigns for businesses, brands, and causes. Collaborative editorial, strategy and operations director with high-level and hands-on experience in brand marketing and audience development. Passionate about building and inspiring amazing teams to realize creative vision and brand voice. Focused manager with strength in motivating teams to earn recognition for reliability, integrity, collaboration, and business accountability. I love to make compelling digital experiences through videos, podcasts, custom AI experiences and integrations, mobile apps, social media, games, AR, VR, chatbots and web apps.

## SKILLS & EXPERTISE

- Cross-Platform Digital Storytelling
- Integrated & Content Marketing
- Mentoring, Team Leadership & Organizational Strategy
- AI Empowerment & Integration
- \$1M+ P&L Responsibility
- Access, Diversity, Equity & Inclusion Initiatives

## PROFESSIONAL EXPERIENCE

### KATSURA CONSULTING, Merchantville, NJ

**January 2024 - Present**

#### Founder & Principal

Katsura Consulting, a digital strategy agency, brings innovation, energy, and award-winning expertise to your digital and social campaigns with a track record of creating groundbreaking experiences for businesses, brands, and causes. As the driving force behind Katsura Consulting, I create Emmy, Webby, and Signal award-winning digital and social experiences for organizations of all sizes, with a unique blend of high-level strategy and hands-on experience.

### THE FRANKLIN INSTITUTE, Philadelphia, PA

**January 2017 - December 2023**

#### Director of Digital Editorial

Plan, develop and implement creative science and technology content across platforms including accessible mobile, web, VR, AR and onsite digital experiences. Manage video, social media, and technical staff creating meaningful, quality content and marketing experiences that serve the business needs and the nonprofit mission of the museum. Recruit for and manage digital science communication endeavors within the museum and contribute to the organization's long-term strategic plan for strategic, leading-edge science communication programs.

- **Video Series:** Developed and executive-produced digital documentary series [\*The Road to 2050\*](#); [\*Ingenious: The Evolution of Innovation\*](#); [\*A Practical Guide to the Cosmos\*](#); [\*Science Stories\*](#), including companion in-building UGC story capture experience.
- **Podcast:** [\*So Curious!\*](#) Four seasons to date, exploring topics like biohacking; the science of love, sex and relationships; mental health, and the science of music
- **AI/Chatbot:** Built multiple data sets to power an Alexa skill, a Benjamin Franklin trivia bot in our bespoke mobile app, and a customer service automated chat application for the website and Facebook Messenger.
- **Social Media Strategy:** Transformed The Franklin Institute's social media presence, achieving

global recognition and a top-10 museum ranking on Facebook. Led strategic management of paid campaigns on Facebook, Instagram, Twitter, and LinkedIn for revenue-driven programs, brand awareness, audience development, and DE&I initiatives.

- **Website:** Architecture, design and content management, including Drupal CMS migration with multi-language support.
- **SEO, Accessibility & UX Realignment:** Led series of projects to analyze and optimize O&O website for search, accessibility, and underperforming revenue opportunities. Improved overall SEO score + 52%, site crawlability +39%, overall site performance +34%, and site is now 98% optimized for ADA compliance.
- **Leadership:** Built a lean, cross-functional team to manage all digital and social platforms including content generation, production, and technical execution.

#### **DISCOVERY CHANNEL, Silver Spring, MD**

**January 2013 - September 2016**

##### **Interactive Executive Producer, Content Strategy & Operations Director**

Led digital content strategy, execution and operations for nonfiction programming, documentaries, and social outreach initiatives. Managed campaigns from inception through execution and analysis. Built momentum with executives, defined business goals, and managed teams, budgets, and sponsors. Proactively measured and analyzed engagement, leading teams to create optimized content and digital experiences for diverse audiences.

- **Social Media Strategy:** Launched social media campaign for ***Racing Extinction*** documentary focused on environmental change, including first-to-market VR experiences, generating over 300M global Facebook impressions. Grew Discovery Channel's global social media footprint to over 70 million followers across the main brand and franchise accounts.
- **Leadership:** Built team and talent, managing a staff of 21 with 8 direct reports. Clarified roles following major divisional reorg; developed team through constructive feedback, coaching, motivation, and training, leading to 3 staff promotions. Responsibility for \$1M+ budget, along with all purchasing, contracts, and vendor relationships.

#### **SCIENCE CHANNEL, Silver Spring, MD**

**November 2009 - December 2012**

##### **Digital Site Director & Interactive Executive Producer**

Created content and social media strategies for Science Channel around engineering, space, creatures, energy, weird science and "big questions" about the universe. Led cross-department brainstorming for new projects and digital/social brand initiatives. Led creative, launch, and ongoing development of ***SciSpy***, Science Channel's first multi-platform application, a critically acclaimed iPhone + web program for Citizen Scientists, generating over 20K user submissions. Developed and ran ***Head Rush***, a kid-safe educational science website, video series, How-To guides, and online science trivia tournament game with over 2,000 participating school teams.

#### **DISCOVERY HEALTH CHANNEL, Silver Spring, MD**

**September 2007 - October 2009**

##### **Interactive Executive Producer**

Led all digital projects for **National Body Challenge**, Discovery Health's online/on-air health and fitness initiative generating \$6M annual revenue. Built a user base of 1M+ digital subscribers. Products included a diet and fitness tracker, recipes, meal plans, original video series with health, and lifestyle experts, and a newsletter series with highest open/click rates of any email marketing program in the company.

**BOSTON SCIENTIFIC CORPORATION, Natick, MA**

**2007**

**Interactive Producer**

Ran production of online marketing programs including content and interactive products for public websites, microsites and extranets; led search marketing, online advertising email marketing. Key player in Content Management System migration and establishment of best practices for internal publishing teams.

**EDUCATION**

**VJAL Institute:** AI Empowerment for CEOs

**University of Massachusetts.** M.A., American Studies

**Bryn Mawr College.** A.B. with Honors, Gender Studies; Spanish Minor

**VOLUNTEER WORK**

Elfreth's Alley Association • Smithsonian National Zoo • Montgomery County Beekeepers Association  
Community Outreach for Garden Design • Button Farm Living History Center