

Skills

- Website and Digital Analytics
- Data Visualization
- Campaign Tracking and Analysis
- A/B Testing
- Google Analytics Certified
- Strategic Communications and outreach
- Written and Oral Communication
- Front-End Web Development

PROFESSIONAL EXPERIENCE

US Department of Health and Human Services, Office of the Secretary, Office of the National Coordinator for Health IT

Washington, DC

August 2008 – Present

Digital Analytics Lead

- Implemented Google Tag Manager across all ONC web properties for integrated reporting and analysis.
- Developed custom web analytics dashboards for: content owners, division leadership, and senior leadership.
- Increased daily email signup by 300%.
- Developed and implemented A/B testing functionality to inform redesign efforts.
- Part-time detail to the GSA Digital Analytics Program as Google Analytics instructor.
- Assist with back-end and front-end development of bluebuttontoolkit.healthit.gov.
- Monitor social media and digital marketing metrics.
- Participated in usability studies and stakeholder analysis to shape external website design
- Developed and implemented a [web tool](#) to provide actionable resources to for Health IT implementation.
- Oversaw the execution of \$1.9 million in IT contracts.

Trilogy Inc.

Chicago, IL

May 2007 – September 2007

Public Policy Intern

- Reviewed pending legislation affecting funding for mental health services
- Monitored services provided by Trilogy staff to ensure the state of Illinois was properly billed
- Developed new policies to ensure that Trilogy was in compliance with new funding legislation; as a result Trilogy was able to maintain operations at its current funding levels

Tasks Unlimited

Minneapolis, MN

August 2004 – June 2004

Vocational Coordinator

- Supervised 30 mentally ill adult clients to ensure daily janitorial work was completed
- Ensured clients received adequate training and mental health support to complete assigned tasks
- Worked closely with other care providers to ensure continuity of service and care

EDUCATION

University of Minnesota Humphrey School of Public Affairs

Master of Public Policy

June 2008

University of Minnesota Duluth

B.S. Psychology

Minor Philosophy

May 2004

AWARDS & TECHNICAL SKILLS

ONC Excellence In Innovation Award

Usability and UX Design: USDA Graduate School

Information Design and Presentation

SharePoint Business Intelligence

Project Management

Drupal Web Development

COR certified for contracts of up to \$2 Million

CONTACT

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