I currently lead TEGNA’s early career programs, including the Producer-in-Residence and internship programs, while overseeing nationwide campus recruiting alongside Noah Cooper.

I’m leaving to become Director of AI Marketing Enablement at Emplifi, a global social media and customer engagement company that helps brands and influencers turn audiences into customers through analytics and social strategy.

Privately-owned and valued at more than $1 billion, Emplifi powers social and customer engagement for more than 20,000 brands worldwide, including Delta Air Lines, Major League Soccer, Nike, Costco and Sony.

My background is in digital and social media. I previously led digital teams at two TEGNA stations, most recently as managing editor in Tampa overseeing digital and social strategy. In many ways, this feels like a full-circle moment. I'll continue to teach social media journalism in the master's program at the University of Florida.