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EDUCATION:

Boston College, Chestnut Hill, MA
Wallace E. Carroll School of Management,
Bachelor of Science in Marketing, Minor in Philosophy, Concentration of Studies in Graphic Design - GPA 3.2 5/09
London School of Economics – Peking University Summer School Program, Beijing, China
Management and Entrepreneurship - Course Grade: A 8/07

MOBILE TELEMEDICINE (MHEALTH) INDUSTRY EXPERIENCE:

Botswana-UPenn Partnership

Mobile Telemedicine Programs Manager (full-time) 1/10 to Present

- Launched and managed mobile telemedicine initiatives in several medical areas including oral medicine, radiology, dermatology, cervical cancer screening, and medical literature research at Princess Marina Hospital and district hospitals throughout the country (including the most remote and underserved areas). Trained healthcare workers and delegated use of 16 phones.
- Project manager for mobile PubMed query project with partners ClickDiagnostics, University of Botswana, National Library of Medicine and National Institute of Health. Responsibilities included setting up the in-country server, training users, acquiring user feedback, and surveying effectiveness.
- Presented projects to medical professionals at 8 hospitals and 2 universities throughout Botswana.
- Fostered partnerships and negotiated details of support between Orange (mobile), the Botswana-UPenn Partnership, and The University of Botswana, and developed press release related to collaborative programs.
- Designed marketing media for healthcare organizations such as tuberculosis information pamphlets, conference posters and photo-essays.

ClickDiagnostics (ClickHealth)

Cambridge, MA & Gaborone, Botswana

Director of Media Marketing (full-time)

6/08 to 6/10

- Project manager for website- Designed and managed all aspects of website redesign.
- Launched and managed multiple online marketing campaigns with focus on new media. Networked and fostered new business leads utilizing social media.
- Represented organization at the World Health Care Congress Leadership Summit on Wireless Health along with other healthcare related conferences in the Boston area. Designed materials for booths and networked with industry professionals

NEW MEDIA MARKETING EXPERIENCE:

Center for Applied Special Technology (CAST)

Wakefield, MA

New Media Consultant (Part-time)

9/09 to 12/09

- Developed and executed detailed strategy for entering new media including facebook, twitter, industry blogs, and Ning communities. Conducted in-depth research on industry, measured effectiveness and designed guidelines for easy transition to internal management.
- Consulted on PR strategy for website redesign and founders' involvement in National Educational Technology Plan.

LECTURES BY INVITATION:

“mHealth in Botswana”

Kamapala, Uganda

2nd International Conference on Mobile Communication Technology for Development

11/10/10

All conference attendees

“Mobile Oral Telemedicine in Botswana”

Gaborone, Botswana

Botswana Ministry of Health

6/2/10 & 6/11/10

All Directors of Clinical Services and Cabinet of the Permanent Secretary

“Mobile Telemedicine in Botswana”

Gaborone, Botswana

Princess Marina Hospital Grand Rounds

6/25/10

All Clinical Specialists

ABSTRACT PRESENTATIONS

Kovarik C, Fontelo P, Liu F, Armstrong K, Littman-Quinn R, et al. “txt2MEDLINE and SMS Practice Guidelines for Clinicians in Botswana.” MEDINFO, Cape Town, South Africa, Sept 2010, and the American Medical Informatics Association Symposium, Washington DC, Nov 2010.

Armstrong K, Liu F, Littman-Quinn R, et al. “Evaluation of txt2MEDLINE and Development of SMS-Optimized, Clinical Practice Guidelines in Botswana.” 5th Annual International Meeting of the American Telemedicine Association, San Antonio, Texas, May 2010.

Ghose S, BS, Medical Student, Littman-Quinn R, BA, et al. “The Use of Mobile (Cellular) Oral Telemedicine in Botswana.” 2010 mHealth Summit, Washington, DC, Nov 2010, and the Mobile Communication Technology for Development (M4D2010), Kampala, Uganda, Nov 2010.

Chang A, BA, Medical Student, Ghose S, BS, Medical Student, Littman-Quinn R, BA, et al. “Mobile (Cellular) Telementoring in Botswana” 2010 mHealth Summit, Washington, DC, Nov 2010.

INTERNSHIP EXPERIENCE:

Hill Holliday

Boston, MA

Digital Intern (full-time)

6/08 to 8/08

- Assisted Art Director with daily tasks and digital projects.
- Assisted Producers in digital department with market research and data entry tasks.
- Explored several departments including Print, Design, Broadcast, Media Buying, Account Management and Creative.
- Developed practice national campaign pitch with fellow interns for client *Liberty Mutual*.

Prospectiv

Woburn, MA

Paid Search-Marketing Intern (part-time)

9/07 to 5/08

- Managed affiliate program channels.
- Compiled and analyzed financial data from Google paid search marketing campaigns and Prospectiv records.
- Utilized Google AdWords to maximize profit from all online campaigns.

LEADERSHIP EXPERIENCE

C. Hill Enterprises (Apparel / Creative Services)

Chestnut Hill, MA

Co-Founder, designer (part-time)

3/06 to Present

- Offer college, custom and pop-culture-related designs for apparel at www.cafepress.com/chillshirts.
- Manage finances of organization. Annually donate 15% of profits to charity.
- Offer creative design services for business cards, advertisements, company logos, coupons and other print media.

The Heights (Independent Student Newspaper)

Chestnut Hill, MA

Graphic Design Editor (2006-2009)

9/05 to 5/09

- *The Heights* is a three-time winner of the Associate Collegiate Press Pacemaker Finalist Award (2006, 2007, 2008).
- Was responsible for graphics, photo illustrations, and certain advertisements that appeared in the newspaper.
- Managed a staff of 8 people. Developed a rotation for production nights and organized staff dinners to build chemistry.
- Mentored freshmen through the Freshmen Leadership Initiative Program (FLIP). Also a FLIP member in 2005.
- Member of 2006 and 2007 Steering Committees, which evaluate the general structure and workflow of the organization and determine what change can be made for the coming year.

Assistant Advertising Manager (2005-06 Calendar Year)

- Cold-called and went on sales trips to both local stores and national companies. Sales ranged from \$38 to \$5,000.
- Responsible for all billing and invoicing.

Fine Arts Department of Boston College

Chestnut Hill, MA

Teachers Assistant for ‘Art and Digital Technology’

9/08 to 5/09

- Assisted professor with lesson plan and was responsible for two sections of students, 49 total.
- Graded weekly assignments in addition to helping students with work in and out of the classroom.
- Created innovative homework assignments including a football poster contest where the winner’s poster was published in the school newspaper.

Entrepreneur Society of Boston College

Chestnut Hill, MA

Vice President

5/08 to 5/09

- Managed a group of over 200 members.
- Organized year-long speaker series including the founders of Bear Naked, Ben & Jerry’s and Vineyard Vines.

Kairos Retreat (Campus Ministry retreat)

Chestnut Hill, MA

Leader

1/09 to 5/09

- One of six student leaders chosen out of over 120 applicants to prepare, organize, and lead retreat with 40 participants.

VOLUNTEER EXPERIENCE:

Flying Kites Orphanage, Njabini, Kenya – *Volunteer photographer* 4/10

SOS Childrens Village Volunteer, Tlokweng Village, Botswana – *Homework tutor and photography teacher* 1/10 to Present

Sparrow’s Children Village and Hospice, Johannesburg, South Africa – *Volunteer photographer* 6/10

Horizons For Homeless Children at Crittenton Homeless Shelter, Brighton, MA - *Play space PAL* 9/05 to 5/07

American Cancer Society - NYC Half-Marathon - *Two-Time Charity runner - raised over \$2,300* 7/08, 7/09

INTERESTS:

- Intramural soccer, basketball, volleyball and ultimate frisbee (manager). Artist and freelance photographer and graphic designer. Cape Cod Baseball League Intern, landscaper, and deli worker during the summer.

SKILLS: Microsoft Office (Word, Excel, PowerPoint), AdMate, WordPress, Google AdWords, Adobe Photoshop, Illustrator, Indesign and After Effects.