Certified communications and marketing professional specializing in strategy, content creation, and branding. Proven success leading and developing compelling messaging and marketing campaigns. 8+ years of blended experiences and a constant drive to make improvements shaped by brand development and brand positioning. A unique skillset, a record of success, and creative experience that can help transform business goals into measurable actions, translate objectives into initiatives, and ideas into savings, all while building teamwork and bringing out the best in people. Skilled in writing, designing and editing for multiple media platforms including web, print publications, and broadcast. Consistently delivers above expectation ROI while enhancing operational and financial efficiencies in the process.

CORE COMPETENCIES

Project Management

Consumer Engagement

Strategic Communications

Publication Development

Website Design

Creative Writing

Fundraising Campaign

Social Media Management

FREELANCE EXPERIENCE

Marketing & Media Consultant (Contractor), Jan 2015-Present

Managed strategic project management, brand strategy, content creation for over 75 client brands and companies understanding their company's role in their respective industries and identifying ways to help them stand apart from competitors.

* Designed over 30 websites for clients that include online retailers, service-based companies and non-profit organizations using the Wix platform (including search engine optimization SEO).
* Social media management- managed clients' social media presence to increase brand awareness, reputation management, and creating guidelines for visual brand elements (brand kits/guidelines)
* Graphic designed flyers, logos, social media kits, and other promotional items

PROFESSIONAL EXPERIENCE

Traffic Manager, Marketing & Communications, June 2020- Present

Christian Brothers University: Memphis, TN

Serve as primary point of contact for all incoming project requests with responsibility for gathering all required information and communicating regular progress reports to relevant stakeholders. Monitor projects and workloads, adjusting assignments, deadlines and expectations accordingly.

*Major Accomplishments:*

* Implemented project management software (PMS) to maintain, track and analyze statistical data about Communications and Marketing team productivity and efficiency.

Communications and Development Associate, July 2019-June 2020

ACE Awareness Foundation: Memphis, TN

Managed communication and fundraising strategies to support at least 250 families annually with sustainable solutions to reduce toxic stress and emotional trauma. Supported creative production and distribution of regular external emails to stakeholders, develop text and graphics templates, managing interface with org’s website. Work closely with foundation senior management, consultants, and other staff to support fundraising and other aspects of resource development, and various communications needs.

*Major Accomplishments:*

* Managed strategic direction and serving as the Co-Project Manager for a website redesign, end-to-end company rebranding, and re-imagined website.
* Established inaugural donation plan outlines of fundraising operations for the organization – to identify targeted donors, contribution communication, gift expectation, and complete fundraising cycle.
* Implemented & integrated new donor software to save time in the workflow process by over 40%. This system also segments donors and prospects to improve the efficiency of communication and fundraising to an 80% accuracy rate.
* Developed and nurtured partnerships with statewide organizations and leaders – such as Zero to Three and Sesame Street in Communities, Mailing list over 1800 – writing articles organization related, supporting layout and distribution efforts of the lead communication consultant.

Communications Specialist, Sept 2016-July 2019

Office of University Development, University of Memphis: Memphis, TN

Created and managed all internal and external communications efforts from the Office of Development to key UofM audiences including major gift donors and more than 100,000 alumni. Major responsibilities include managing and developing various print and online publications, writing and editing press releases highlighting Office of Development news, managing all departmental webpages, serving as the project manager and liaison for all marketing and communication projects coordinated by the Marketing and Communications department and the UofM's ad agency of record.

*Major Accomplishments:*

* Created Office of Development brand guidelines, an extension to the UofM's overall brand, to unify fundraising-related messaging within the department and across campus.
* Managed the redesign of the Office of Development's website. Responsibilities included project management, content development as well as design and layout development and creation.
* Launched and created content for uofmrighttrack.com, a website dedicated to the UofM’s Southern Avenue Gateway construction including the Pedestrian Cable Bridge.

Development and Alumni Relations Specialist, Jan 2014-Sept 2016

BRIDGES USA, Inc.: Memphis, TN

Managed the organization's overall communication efforts to alumni and fundraising donors and prospects. Facilitated all alumni relations efforts including programming, communications strategies, and event planning. Oversaw gift receipting and stewardship processes while serving as the key fundraising database administrator.

*Major Accomplishments:*

* Created and implemented an annual strategic communications plan to re-engagee organization's 11,000 alumni that included social media content creation, website development, email campaigns, and collateral to assist with personal solicitations which increased alumni engagement nearly 30 percent.
* Oversaw database conversion of more than 30,000 biographical contacts from Blackbaud's Raiser's Edge database to Salesforce. Worked with database consultant company to create a customized platform based on an organization's database needs and constituent demographics to better serve their needs.

Community Outreach AmeriCorps Vista, May 2012-May 2013

Agape Child and Family Services: Memphis, TN

Oversaw day-to-day volunteer operations and support including volunteer training, volunteer management, and background checks. Supervised more than 60 volunteers working in the organization's Powerlines Community Network initiative. Built strategic relationships with key community members to support Powerlines' programming needs and to cultivate and recruit new volunteers.

*Major Accomplishments:*

* Increased volunteer involvement by 25% for Powerlines initiative that consisted of the collaborative network of churches, businesses, volunteers, and other stakeholders with resources to create a more nurturing environment for children and families.

TOOLS

**MS Office:** Word, Excel, PowerPoint, Publisher, Outlook, Access, Google Suite

**Graphic Tools:** Wix, Adobe Suite (Photoshop, InDesign, Illustrator), Final Cut Pro

**CRM:** Salesforce, Banner, Mailchimp, Constant Contact, Monday.com

**Fundraising & Communication:** Blackbaud's Raiser's Edge, Network for Good, Thankview, Instrumentl

**Website & Social Media:** WordPress, Wix, Hootsuite, Facebook, Twitter, Instagram, Snapchat, OU Campus

**HR & Onboarding:** Bamboo HR, Bambee HR

EDUCATION

**Master’s in Public Administration** - Keller Graduate School: Dec 2014

Emphasis in Nonprofit Management

**Bachelor of Arts in Communication** - The University of Tennessee at Chattanooga: Dec 2010

Emphasis in Public Relations and English Rhetoric & Writing

**Certified Salesforce Marketing Email Cloud Specialist**: March 2016