

Ability to manage multiple projects and priorities simultaneously and to function in a fast paced environment while meeting aggressive deadlines.

## Experience

### Marketing Consultant | Very Mary Connections | 11.2006 - Present

Provide social media and strategic marketing support to retail establishments, consumer products, and community events to create brand identities, develop marketing plans, create and implement web strategies, manage social media, advertising and marketing campaigns.

### Marketing/Office Manager | The MAiZE at the Pumpkin Patch | 09.2011-11.2012

A regional community farm event open from Labor Day Weekend to Halloween with annual attendance of over 50,000 people. Performed marketing strategies for direct/online newsletter, digital/social engagement campaigns, advertising buying, public relations, media coordination and reservation coordination.

### Senior Corporate Communications | The Greenbrier Companies | 07.2007 – 08.2011

An international rail equipment manufacturer & services company with revenues of over \$1 Billion. Managed corporate communications for 49 locations and 4 business divisions. Executed investor relations and events, public relations, internal communications programs, website management and digital marketing campaigns.

### Senior Marketing Communications | Group Mackenzie | 09.2002 - 10.2006

A regional architecture and engineering consulting firm with revenues of over \$10 Million. Supervised a four person marketing team. Managed marketing communications strategies for 3 locations and 6 business groups. Performed business development, marketing communications program, website strategies, digital marketing campaigns, public relations, internal communications and events, and creative services.

### Marketing Communications Specialist | Dull Olson Weekes Architects | 06.1997 - 09.2002

A regional architectural design firm specializing in educational facilities. Coordinated marketing communications strategies, website management, digital marketing campaigns, public relations, customer relations management and events, and creative services for print and online production.

### Marketing Strategic Development | Research markets, provide situational analysis, develop marketing strategies and objectives, create tactical programs, determine budgets, performance analysis & implementation

### Social Media Strategic Development | Manage social media strategy and engagement campaigns, research, plan, develop, and implement social media programs, determine relevant insights, create content, develop schedule, provide analytics and report on Facebook, Twitter, LinkedIn, Yelp, Foursquare and others

### Digital Marketing Management | Manage email marketing campaigns, develop plan, determine target audiences, design layout, develop content, test, execute, eBlasts, eNewsletters, webinars, blogs, online coupon promotions, provide analysis and custom reports on performance

### Website Content Management & Strategy | Manage and maintain websites, develop online stores and shopping charts, online ticket sales & reservations, develop content, images, implement tools, provide analysis and report on site metrics, identify search engine optimization (SEO) criteria, create strategic plan for enhancements

### Project Management | Set project goals and objects, identify roles and responsibilities, define expectations and deliverables, collaborate and communicate with internal and external team members, report progress, document issues and recommendations, disseminate information

### Project Budget & Schedule Management | Initiate and maintain project schedule, establish cost estimates, define and manage resources, administer capacity plan, provide productivity analysis, track budget

### Project Risk Management | Create a remedial plan for uncertainties and challenges that may change scope and expectations; elevating concerns, analyze problems, identify alternative solutions, project consequences of proposed actions, and formulate recommendations.

### Customer Relations/Services Representative | Customer relationship management(CRM) database development and maintenance, client perception surveys, customer appreciation programs, event coordination, provide product and service information; respond promptly and resolve issues

### Creative Services and Design Management | Supervise & maintain brand, create layouts, develop content, print management for annual reports, newsletters, proposals, handbooks, technical specifications, brochures, flyers, presentations, and electronic/direct mail materials

### Vendor Relations | Established and supervised vendors, negotiate contracts and monitor schedule and cost to ensure efficiency and cost effectiveness

### Public/Media Relations Management | Determine strategies and identify the appropriate target audience and produce media kits, draft press releases, secure interviews, negotiate advertising placement for print & online

### Community/Government Affairs | Coordinate activities, act as a liaison, develop and foster relationships with trade associations, government agencies, congressional delegation and identify emerging policy/political issues

### Internal Communications Management | Provide relevant and pertinent information to employees through SharePoint intranet site and online/print newsletters including content, design, production. Determine internal communications programs and events, lead planning and implementation of programs, activities and events

### Advance | Adobe Creative Suite software including InDesign, Photoshop, Illustrator, and Acrobat

### Superior | Microsoft Office software including SharePoint, PowerPoint, Word, and Excel

### Competent | GoogleAd Words, Constant Contact, Mail Chimp, Survey Monkey/Zoomerang, Ebay, Amazon

### Strong | Facebook, Twitter, YouTube, Google+, Wordpress, Drupel and other emerging tools

### Proficient | Dreamweaver, HTML, CSS, CMS, web analytics, search engine optimization SEO & SEM

### Iowa State University | Art & Design | BFA 1992 | Minors: Anthropology, Linguistics, Sociology

### Portland State University | Digital Marketing Strategies | Certificate | 2011 – 2012

### SQL Soft IT Training Center | SharePoint Designer | Certificate | 2007 - 2009

### Society for Marketing Professional Services (SMPs)

- Board of Directors | 2002 – 2004 | Communications Committee | 1998 - 2002

### ELS International Student Host | Concordia University | 2008 – present

### Portland Art Museum & Des Moines Art Center | Visitor Services Volunteer/Docent | 1986 - 1997

## Responsibilities

Responsible for translating marketing and sales objectives into creative strategies.

## Involvement + Learning

Life is a continuous learning process, I strive to always gain knowledge.