

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

Profession

Responsible for translating marketing and corporate objectives into creative strategies.

Creative + Strategy

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

Involvement + Knowledge

Marketing Consultant | Very Mary Connections | 11.2006 - Present

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

Senior Corporate Communications | The Greenbrier Companies (NYSE: GBX) | 07.2007 – 08.2011

An international rail equipment manufacturer (Gunderson) & services company with revenues of over \$1 Billion. Managed corporate communications for 49 locations and 4 business divisions. Performed investor relations, government affairs, public relations, internal communications, website management and supervised acquisition marketing programs and corporate communication programs.

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. Executed business development, marketing communications, website strategies, public relations, brand identity, 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, public relations, business development, brand identity, and creative services.

Project Management | Set project goals, identify roles and responsibilities, maintain schedule and cost, monitor, track and report on progress while collaborating and communicating with teams. Create a contingency plan for uncertainties and challenges that may change scope and expectations.

Marketing Strategic Development | Create annual and quarterly plans, research markets, provide situational analysis, develop marketing strategies and objectives, create tactical programs, determine budgets, performance analysis and implementation

Digital & Social Marketing Strategic Development | Digital marketing strategy, social media marketing, search engine optimization, analytics, online brand strategy, and online social campaigns for Facebook, Twitter, LinkedIn and other options as applicable.

Website Strategy and Content Management | Develop website strategies, manage websites, develop online stores, create and maintain content, familiar with html, css, and SharePoint, Google analytics, examine website analytics and report on all site metrics, and provide search engine optimization

Business Development | Research, analyze, track and recommend specific opportunities, develop strategies for capturing new business and/or funding, monitor industry trends, track and report on peer groups and competitor activities

Customer Relations Coordination | Develop and maintain customer relationship management(CRM) database, build and strengthen relationships with customers through networking, email & direct marketing campaigns, newsletters, customer appreciation programs and events

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 to foresee business opportunities and mitigate potential business risks.

Internal Communications Management | Provide relevant and pertinent information to employees through SharePoint intranet site creating site architecture, design, development and content strategy

Public Relations Management | Determine strategies and identify the appropriate target audience and negotiate media placement that will effectively market products and services. Develop relationships, produce media kits, draft press releases, and secure interviews

Advertising/Media Buying | Negotiate placement, develop message, content, and design of ads for local, regional, and national newspapers and magazines, radio and television, digital/online directories and social networks for Google, Facebook, Groupon, and pay-to-click campaigns

Brand Identity Management | Supervise & maintain brand identity including logos, templates, forms, and printed and digital materials to ensure consistent message and alignment with corporate standards

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

Vendor Relations | Supervised vendors, negotiate contracts and monitor schedule and cost to ensure accuracy, efficiency and cost effectiveness

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

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

Proficient | Dreamweaver, HTML, CSS, CMS, web analytics, search engine optimization (SEO)

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 | 1996 - 2006

ELS Concordia University | International Student Host | 2008 – present

Daughters of the American Revolution (DAR) | Member | 2012 - present

ReBuilding Center | Public Relations Committee | 2004 - 2006

American Institute of Architects | Public Relations Committee | 2002 - 2004

Portland Art Museum | Des Moines Art Museum | Volunteer | 1988 - 1997