CAREER SUMMARY

Highly creative marketing professional with 20+ years experience in wide variety of industries and business models. Excels at communication of all sorts — from online & digital to public speaking — with a special focus on building relationships, bridges and audiences. Tech savvy with a love of deadlines. Sworn to use super powers only for good.

PROFESSIONAL EXPERIENCE

Marketing Coach/Consultant April 2011 to Present  
Word Chef, San Jose, CA

* Develop and deliver online training courses in the topics of branding, online marketing strategies, copy/content development and implementation (see side projects: ProsperitysKitchen.com and DigitalDiningRoom.com)
* Coach and mentor small business owners on topics related to branding, online marketing, copy/content development and WordPress implementation (in groups as well as one-on-one).
* Produced online edutainment program ProsperitysKitchen.com – a 13-week competition/course for solopreneurs

Business Development Specialist – Training & Education Oct. 2009 – Sept. 2011  
Women’s Economic Ventures, Ventura/Santa Barbara, CA

* Developed small business feasibility assessment tools and curriculum/training tools for new program (Thrive in 5) to foster entrepreneurial advancement of our clients; led team to successfully launch new program, recruit and train outside consultants, determine consulting needs and provide consulting to clients
* Developed curriculum for Business Plan Intensive training course; recruit, train and supervise contract instructors
* Delivered 350+ hours of training in various settings including via webinar, coaching calls and classroom

Marketing Consultant/Coach Sept. 2006 – Oct. 2009  
Social Good Consulting, Ventura, CA

* Collaborate with clients to creatively and strategically design and implement strategic marketing and public relations plans;
* Collaborate with clients to assess and evaluate current management practices and develop plans for incorporating sustainability and corporate social responsibility into their organizations’ culture, management and administration to achieve efficiencies and market advantages
* Consultant/teacher/speaker re: marketing and business strategy and operations; social media; sustainable management practices

Marketing Director Jan. 2006 – Nov. 2006  
PRIDE Industries, Roseville, CA

* Designed and implemented integrated marketing campaigns promoting multiple lines of business for national nonprofit organization serving people with barriers to employment
* Generated 25% increase in revenue first three months on the job through strategic direct mail and advertising campaigns
* Directed the promotional launch of new business line (staffing agency)
* Managed events, wrote strategic business plans, designed marketing collateral and communication tools

Community Center Director Jan. 2004 – Jan. 2006  
City of Lodi, Lodi, CA

* Designed and executed strategic marketing and business plan that achieved exceptional market penetration and resulted in exceeding projected average daily visits by 30% and revenue goals by 11%
* Substantially trimmed operating budget and increased revenues resulting in 10% increase of recovered costs for two straight years
* Planned and implemented annual budgets totaling approximately $2 million
* Acted as Executive Director of the Hutchins Street Square Foundation – a nonprofit working in conjunction with the City to manage and fund the operations of the Center
* Planned and implemented annual fundraising and grant-writing activities including the implementation of a Corporate Membership program, resulting in donations and sponsorships of over $200K per year
* Hired, trained, supervised and evaluated 16 FTE direct reports

Arts Coordinator, Division of Arts & Culture Sept. 2002 – Dec. 2003  
City of Lodi, Lodi, CA

* Successfully managed division and board budgets totaling approximately $750K
* Expanded city arts presence within the San Joaquin/Sacramento region through multiple new projects and programs including a monthly art walk (First Friday)
* Developed city’s FY 2003-04 Master Public Art Plan
* Developed and implemented in-depth community needs assessment which included surveys, focus groups, and neighborhood meetings
* Directed reassessment and complete organizational overhaul of Arts Commission programs, marketing and resource utilization, resulting in substantial gains in event attendance and fiscal health of public programs

Marketing Communications Manager Apr. 2000 – July 2002  
Pharmaceutical Care Network, Sacramento, CA

* Directed all marketing communications efforts for national pharmacy benefits management company with direct responsibility for $500k annual budget
* Directed the development and distribution of all publicity materials; responsible for all marketing brand awareness, and public relations activities and programs (internal/external)
* Managed convention, trade show and health fair presence
* Directed strategic planning, proposal writing and market research efforts
* Directed web design/development from concept through testing through launch

EDUCATIONAL AND PROFESSIONAL DEVELOPMENT

* Certified Strategic Attraction Coach, Perfect Customers Inc., 2007
* Specialized Studies Certificate - Marketing, University of CA at Davis; 2001
* Certified Professional Marketer, American Marketing Association, 2001
* Bachelor of Arts, University of CO at Boulder, 1997; Graduated with Honors  
  Major: English; Minor: Fine Arts;

AWARDS

* Women’s Incentive Award; Kelling Essay Awards (1st & 3rd place): Phi Beta Kappa
* California Strawberry Festival Poster Design Winner, 2007
* Paul Harris Fellow: Ventura Rotary, 2008
* Teaching Honor: Women’s Economic Ventures, 2009
* Who’s Who in Sustainability, Pacific Coast Business Times, 2010