

QUALIFICATIONS OVERVIEW

Leadership

- Nearly 15 years of senior leadership experience
- Led technical teams to build websites for global and authoritative news outlets law.com and thedeal.com
- Led teams with 100% retention rate for 11 years with an approach to empower and develop people

Marketing

- Award-winning journalist with 22 years of professional storytelling experience in newspaper, website, television and film
- Exceptional storytelling experience delivering deep insight to decision makers in legal and financial industries
- Built integrated marketing campaigns for Microsoft Corporation, Coors Light, Deschutes Brewery, Rockstar Energy Drink, Deschutes Land Trust

Business Development

- Understand industry trends—identifying opportunities and translating customer needs into business solutions
- Exceptional ability to leverage partner relationships to identify strategic opportunities creating new revenue streams
- Built Excel-based analytics tools to streamline processes to significantly increase customer retention and sales in retail market

Entrepreneurship

- Created and built three diverse companies from startup to profitable established businesses
- Ability to solve tough problems in complex environments including economic recession

RELEVANT EXPERIENCE

Director/Producer/Editor/Writer/President, RunRun Productions, Bend, OR *January 2001 to present*

Independent film production company specializing in character-driven narrative documentaries, creating compelling, innovative and original content using cinema vérité method for film and television.

- Lead in choosing film subject and characters, setting vision of project, developing story outline and assembling production crew
- Manage all stages of the filmmaking process including project development, production, distribution, sales and marketing
- Directed, produced and edited three documentaries: 'Kayaking the Big Apple' featured on Versus channel; 'Bridge to Rebirth: Story of Maria Valez' featured at New York International Independent Film Festival; and 'RealWorld Scientists: Ocean Explorers Illuminate the Human Brain' funded by EarthWatch Institute (see *Aglow in the Dark: The Revolutionary Science of Biofluorescence*, Harvard University Press). 'Buckman Rodeo' currently in discussions with HBO, MTV and Lionsgate

Owner/President, Omomo Inc., Bend, OR *September 2008 to July 2017*

Independent 2,300-square-foot boutique in downtown Bend stocked woman-owned accessory brands, supported neighborhood schools, local factories and print shops, as well as fundraised for local causes.

- Led and oversaw all aspects of operations from planning and purchasing inventory, creating in-store displays, developing sales promotions, forecasting future sales volumes, analyzing market trends, researching competitors, as well as hiring, managing and motivating sales teams
- Generated nearly \$1M in sales, exceeded sales targets each year and weathered economic recession
- Implemented retail marketing and public relations strategies across multi platforms resulting in delivered double-digit year-over-year sales growth, outstanding employee satisfaction with 100% employee retention for 9 years
- Developed Excel-based customer analytics tool that streamlined processes for efficient customer evaluation used in consulting service and product merchandising that significantly increased customer retention and sales

Owner/President, Synapse PR, Bend, OR *February 2005 to October 2008*

Consulting business for public relations campaigns stretching from media and influencer engagement to content creation and owned channel storytelling.

- Built relationships with the most respected journalists at the top business, tech and vertical media outlets from print, digital and social to broadcast, analysts or influencers, brokering valuable news to the right audiences to earn clients the greatest ROI
- Forged highly collaborative partnerships that include internal, external and partner teams resulting in exceeding client goals
- Proven track record of reaching Generation Y and Z through grassroots multi-media marketing and PR campaigns
- Clients included Microsoft Corporation: Interviewed 90 managers to build career model still in use today, relevant for 130K employees
- Clients included Deschutes Brewery: Named and marketed "Twilight Ale" resulting in 13 consecutive years of double digit year-over-year sales growth. Responsible for building the brewery as a regional player and the 17th largest brewer by sales volume in 2007 as well as funding a \$6.5M expansion of production facility in Bend and a 10,000-square-foot pub in Portland
- Clients included Deschutes Land Trust: Launched a PR campaign including first televised regional news coverage

Producer, Rage Films, Bend, OR *June 2003 to January 2005*

Rage Films is an extreme sports media company committed to showcasing the world's top athletes with the most progressive sports filming through cutting edge production technology.

- Secured nearly \$1M in sponsorship and investment funding to produce two feature-length extreme ski films—acquired sponsorship deals with Coors Light, Deschutes Brewery, Rockstar Energy Drink, Timberline Lodge & Resort and others
- Negotiated international distribution contract with industry leader VAS Entertainment
- Led virtual teams for film field production and 30-city film tour
- Created deep connection with fan base of 40K through website, social channels, films and tours—engaged captive audience and converted fan experiences into sales of tour tickets, videos and promotional gear
- Instrumental in building a world-leading action sports brand that connects authentically with generations Y and Z

ADDITIONAL EXPERIENCE

Business Reporter, The Bulletin, Bend, OR. *June 2002 to June 2003*

The Bulletin is a regional newspaper for Central Oregon reaching 120K unique users and 1.6M page views each month.

- Launched a multi-page business section to expand breadth and scope of business news including personal finance
- Wrote feature stories picked up by Associated Press Newswire
- Expanded coverage to include regional economic policy and business news in a consistent and predictable format

Reporter, MarketWatch.com, New York, NY *July 2001 to June 2002*

MarketWatch is a leading publisher of financial news and market data, serving as the ultimate resource for financial advisors and individual investors. MarketWatch's monthly traffic includes 10M unique visitors, 94M page views, with an average household net worth \$1.7M.

- Wrote feature, personal finance stories and breaking news for website as well as "Your Dollars" for CBS Radio
- Collaborated with colleagues from bureaus in the U.S., Europe and Asia
- Worked closely with Marshall Loeb, former managing editor of Fortune and Money magazines
- Wrote feature stories including but not limited to:
 - "Bears and bulls clash" *Feb. 22, 2002*
 - "Enron indicative of broader weakness" *Jan. 14, 2002*
 - "[The long and the short of it](#)" *Oct. 29, 2001*
 - "Wasserstein era begins at Lazard" *Jan. 3, 2002*
 - "Wasserstein named Lazard CEO" *Nov. 16, 2001*

Reporter, The Deal, New York, NY *August 1999 to September 2000*

The Deal focuses on transactions that drive "the deal economy" or the cross-section of mergers and acquisitions for a global audience. Users include institutional customer base of 40K subscribers including senior-level bankers, private equity partners and hedge fund managers.

- Led technical teams to design and launch website as well as analyzed effectiveness of web services
- Credited with expanded use of graphs, charts, lists and tables generating substantial predictable recurring revenue with high renewals and attractive margins roughly \$5M in annual revenue
- Decision maker for editing and shaping website including up-to-the-minute news, data, video, webcasts, events and white papers—topics ranging from energy and healthcare to private equity and bankruptcy
- Responsible for covering venture capital news, analysis, and trends
- Contributed to writing columns "Deal Flow," "The Deal Traveler," and "Inside the Numbers"

Assistant News Editor, Law.com, New York, NY *July 1998 to August 1999*

Law.com combines 20 legal publications into one platform creating the largest network of legal content to provide news, data and analysis for the global legal industry. The website receives 1.6M unique visitors and 1.1M page views each month.

- Led technical teams to build, develop and launch website as well as measured usability and effectiveness of website
- Developed and launched a website that delivers insight and resources to 6M legal and business professionals
- Selected, edited and curated top stories for website from national and regional magazines and newspapers
- Wrote daily e-mail newsletter, headlines and front-page titles and teasers for breaking news and feature stories

EDUCATION

Master of Science, Columbia University Graduate School of Journalism, New York, NY *May 2001*

Bachelor of Arts, Whitman College, Walla Walla, WA *May 1998*

Certification: Digital Marketing from The Wharton School of the University of Pennsylvania *May 2019*

SKILLS & INTERESTS

Language: Fluent in Korean

Technical: Expertise in Adobe Premiere, Final Cut Pro, videography, lighting and field production; Microsoft Office

Selected Presentations:

- Bend Venture Conference with 500 attendees and 40 venture capital investment companies *October 2005*
- Oregon Entrepreneurs Forum with an audience of 200 attendees *September 2005*
- New York Independent International Film Festival with an audience of 300 attendees *February 2003*

Sports: Run, swim, bike, ski, golf, rock climb

VOLUNTEER

Fundraiser for Bethlehem Inn's capital campaign of \$9M to rebuild its campus of residential and service buildings *2010-present*

AWARDS

Runner up for "Best of" award in documentary filmmaking at Columbia University Graduate School of Journalism *May 2001*

Northwest Excellence in Journalism Award in feature writing from Society of Professional Journalists *April 2002*