

Communications, Marketing, Brand Management

#6wordrésumé: *"Communication fosters understanding, and then growth."*

Skills

- Correctly interpreting, and then exceeding, client expectations on time and on budget
- Internal Communications: Communicating key messaging via multiple platforms to both executive leaders and diverse global organizations
- Marketing: Analyzing data to derive insights to segment, target and convert leads
- Brand Management/Public Relations: External communications to strengthen our organization's reputational excellence
- Collateral: Create, edit, proofread (print, digital, audio/video media, presentations,...)
- Creative: A great sense of design, a love for witty copy, a magnet for inspiration

Software

[Adobe Creative Suite](#) (InDesign, Illustrator, Photoshop, After Effects,...), [MS Office](#) (Excel, Word, PowerPoint), [Mac OS](#) (Apple), Audio/Video editing, Customer Management ([Salesforce](#), [Informz](#), [MailChimp](#), [Constant Contact](#),...), [Tableau](#) (data visualization/business intelligence software), Website development ([SharePoint](#), HTML, [WordPress](#)), SEO, [Google Webmaster Tools](#) (Analytics, AdWords, AdSense,...), [Hootsuite](#), [Buffer](#),...

Causes

Animal welfare, education, disadvantaged/minority communities, environmental sustainability

Education

University of California, Santa Cruz	09/94 - 06/99	BA , American Studies
Merritt College	09/08 - 07/14	AA , Real Estate
Hult International Business School	08/14 - 08/15	MBA , Social Entrepreneurship

Career

Inclusiv

06/22 - 03/24

Director of Marketing and Communications

- Develop and execute a strategy for Inclusiv communications plans and campaigns including social media that advances the organization's broader strategic objectives
- Create content for communications and marketing campaigns, including marketing collateral, emails, newsletters, press releases, talking points, PPT presentations and announcements about Inclusiv and its member community development credit unions
- Work collaboratively in a highly-matrixed organization on editing, finalizing and producing briefs, summaries, case studies and reports
- Supervise Communications Officer, junior staff and/or interns
- Implement compelling campaigns for multiple audiences, including Inclusiv members, potential members, industry supporters and allies, government officials, investors and funders

- Engage members for interviews to develop impact stories, and document and share best practices
- Manage and perform a variety of graphic design tasks both in-house and external as appropriate
- Develop and build media and public relationships with press (both credit union trades and mainstream publications) to develop stories, follow-up on press releases and announcements and ensure coverage of how community development credit unions are helping low-income Americans achieve financial independence
- Establish and track the Inclusiv's communications and marketing metrics and analysis to inform improvements and decisions for digital and offline strategies
- Oversee contact management strategy throughout the organization (coordination between Constant Contact, SF and other CRM or databases)
- Produce Inclusiv Conference and other virtual and in-person events

Federal Reserve Bank of San Francisco 12/20 - 12/21

Marketing Communications Specialist 2, Information and Technology Services (ITS)

(Short-term contract with [Stefanini Group](#) for a unique opportunity to work on a variety of projects that tap into a broad range of communications disciplines to support the SF Fed's ITS Group.)

Demonstrated proficiency in design programs (Photoshop, Illustrator, InDesign,...), copywriting, presentation design, and data analysis to stabilize existing IT communications plans by creating impactful content for different channels and audiences.

Essential Responsibilities:

- ▶ Support the success of ITS strategic communications plans by quickly condensing complex messages to provide content and design deliverables on time and consistent with stated objective/goals.
- ▶ Create content for various channels including internal SharePoint websites, newsletters, blogs, digital displays ("e-Boards"), reports,... that align with the SF Fed strategic mission.
- ▶ Develop internal organizational announcements which reinforce the mission of the ITS Group and SF Fed "*OneBank Behaviors*".
- ▶ Proofread/edit communication materials for grammar, clarity, brand style, and tone, ensuring messages are consistent and aligned with the ITS Group's mission and strategic initiatives.
- ▶ Provide communications support for sponsored events (virtual and in-person), including panel discussions and ITS Group-wide meetings.
- ▶ Work closely with Communication Lead to solve impediments to the efficient and effective achievement of key deliverables.
- ▶ Provide Communication Lead with timely project updates on progress against specific KPIs.
- ▶ Proactively utilize strong organizational acumen to maximize productivity.
- ▶ Collaborate with other internal communications professionals to ensure ITS alignment with SF Fed priorities.

- Adjust priorities as necessary to meet evolving organizational needs.

Shaklee Corp.

08/19 - 12/20

Field Marketing Communications Manager

Key member of the Shaklee Sales Team responsible for driving sales, member enrollment and distributor sponsoring in the United States and Canada.

Management of monthly Field Marketing communications:

- Drafting copy for Field-facing monthly promotional assets, informational content, and outbound email communications to various segments of the Shaklee Distributor community
- Working with internal creative team to design/produce promotional assets
- Organizing and deploying Field Social Communications (images, copy points, links)
- Drafting content in support of Field Marketing or Communications initiatives, including bi-monthly e-newsletter
- Work on cross-functional teams to support the development of content, events and resources to drive Distributor success

Business Tools Resource Organization and Management

- Manage content for Business resources Wordpress site
- Work with content providers to receive and organize business resources
- Work with internal teams to translate content to support other North American market languages
- Track changes and updates to existing business resources to ensure that resources are current across all platforms

The Bar Association of San Francisco

02/18 - 06/19

Communications & Public Relations Manager

- Content Creation: Writing, editing, curating and publication of content across multiple media
 - Print: Development of print publications (monthly newspaper, \$110K+ annual advertising revenue)
 - Digital: Online publishing: 3 email marketing newsletters (\$10K+ annual revenue), WordPress/HTML web site management, press releases
 - Social: Managing **28+** social media publications (Facebook, Twitter, LinkedIn, Yelp Instagram, YouTube/Vimeo,...)
- Strategy: Developing brand identities for 5 organizations within the BASF corporate umbrella, managing those identities, developing communications strategies designed to reach and grow the associated audiences

Pride Of Lions Nine Arts, LLC

09/99 - 08/14

Director of Media Communications

- Sales and Marketing Content Creation
 - Digital, print, social media/web content, film/video production, email marketing campaigns
 - Event Marketing Production: Live event production

- Sales and Marketing Account Management
 - Establish long-lasting/trusting relationships with key stakeholders
- Project Management
 - Managed multiple projects with tight deadlines and budgets
- Communications Presentation Design
 - Designed clear, concise sales presentations by simplifying complex ideas/language
- A/V Support
 - Support teleconference events using Cisco, WebEx, Crestron, GoToMeeting, Skype,...
- Sales and Marketing Strategy
 - Strategic recommendations to key stakeholders
- Clients
 - Tech: Google, Apple, SAP, Oracle
 - Finance: Bank of America, VISA, BlackRock, Federal Reserve of San Francisco, Wells Fargo
 - Retail: Gap, Levi's
 - Healthcare: Kaiser, UCSF, Stanford