

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 build 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](#), [MS Office](#), [Mac OS](#), Audio/Video editing, [Salesforce](#), [Informz](#), [MailChimp](#), [Constant Contact](#),...), [Tableau](#), [SharePoint](#), HTML, [WordPress](#), SEO, [Google Webmaster Tools](#), [Hootsuite](#), [Buffer](#),...

Causes

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

Education

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

Career

[Inclusiv](#) 06/22 - 03/24

Director of Marketing and Communications

- Directed national communications strategy advancing equity and cultural inclusion.
- Supervised staff and consultants, strengthening team capacity through mentorship.
- Managed conferences & community events engaging funders, policymakers, and civic leaders.
- Built partnerships with media, government, and philanthropy to secure resources.
- Produced strategic policy briefs, reports, and executive presentations to inform senior leaders and influence civic and industry conversations.

[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:

- Translated complex policy and technical information into clear communications for executive leadership and staff.
- Produced digital/print materials and reports supporting executive leadership in articulating strategic vision.
- Coordinated internal and external events, ensuring inclusive representation and accessibility.
- Provided strategic communications counsel to strengthen organizational effectiveness and employee engagement.

[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.

- Directed communications strategy across North America with emphasis on culturally relevant and multilingual outreach.
- Oversaw multilingual content production, ensuring cultural alignment and accessibility.
- Managed cross-functional teams to deliver events, campaigns, and community-building initiatives.
- Developed digital platforms and knowledge-sharing tools to expand access to organizational resources.

[The Bar Association of San Francisco](#)

02/18 - 06/19

Communications & Public Relations Manager

- Directed communications across print, digital, and social platforms to engage civic and community stakeholders.
- Managed \$100K+ revenue-generating publications and digital campaigns while balancing financial oversight with mission goals.
- Built partnerships with civic leaders, media platforms, and cultural institutions to strengthen community engagement.
- Supervised staff and interns to deliver strategic campaigns, public programs, and publications.

[Pride Of Lions Nine Arts, LLC](#)

09/99 - 08/14

Director of Media Communications

- Directed cultural programming and large-scale events in partnership with artists, institutions and civic stakeholders for clients spanning technology, finance, healthcare, and the arts.
- Managed budgets, contracts, and project timelines to ensure accountability and high-quality outcomes.
- Secured partnerships with Fortune 500 companies and nonprofit organizations to fund cultural and community initiatives.
- Produced innovative collaborations that amplified diverse artistic voices and expanded access to cultural experiences.