

#6wordrésumé: “Communication fosters understanding, and then growth.”

Skills

- Communications: Communicating key messaging via multiple platforms to executive leaders, strategically segmented audiences 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
- Creative: A great sense of design, a love for witty copy, a magnet for inspiration

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

Professional Experience

Independent Professional Development & Community Engagement

03/24 - present

Taking a planned career sabbatical focused on family, community involvement, and professional development while expanding expertise in project management, analytics, AI, and emerging marketing and communications technologies.

- Pursuing PMP certification and coursework in Google Analytics and AI-enabled marketing tools.
- Volunteering in the community and supporting nonprofit initiatives.
- Expanding expertise in emerging technologies and communications best practices.

[Inclusiv](#)

06/22 - 03/24

Director of Marketing and Communications

- Produced 3 monthly email newsletters to 7,000+ subscribers targeting content to specific audience segments.
- Directed national communications strategy reaching all 50 states and engaging 10M+ stakeholders annually to advance financial inclusion initiatives.
- Led teams of 15 staff and consultants, building capacity through mentorship, professional development, and cross-functional leadership.
- Produced conferences and community events attracting 5,000+ funders, policymakers, executives, and civic leaders.
- Built partnerships with 50+ media, government, and philanthropic organizations to expand program and executive visibility and secure strategic resources.
- Developed 150+ policy briefs, reports, and executive presentations influencing leadership decisions and industry conversations.

[Federal Reserve Bank of San Francisco](#)

12/20 - 12/21

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

Leveraged design, writing, presentation, and analytics expertise to deliver effective IT communications across diverse audiences.

- Translated complex policy and technical issues into executive communications for 12,000+ employees across the Federal Reserve System.
- Developed strategic communications, reports, and presentations supporting leadership priorities across a district spanning 9 states, 2 territories, and American Samoa.
- Counseled executives on communications strategy to drive alignment, engagement, and organizational effectiveness.

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 multilingual communications strategy across North America supporting 1M+ distributors and customers in the United States, Canada and Mexico.
- Led 25-person global teams delivering campaigns and events engaging 10,000+ annual participants.
- Developed digital platforms and knowledge systems driving adoption across a multimillion-dollar direct-selling organization.

The Bar Association of San Francisco

02/18 - 06/19

Communications & Public Relations Manager

- Directed integrated communications for a 150-year-old organization serving 7,000+ legal professionals across the Bay Area.
- Developed partnerships with dozens of civic, media, and cultural organizations to amplify community engagement.
- Managed teams and vendors delivering 100+ annual campaigns, publications, programs, and events.
- Produced 2 monthly email newsletters and curated 29 social media accounts to deliver crucial program updates to a combined 10,000 subscribers.

Pride Of Lions Nine Arts, LLC

09/99 - 08/14

Director of Media Communications

- 15+ years leading an independent creative consultancy.
- 125+ institutional and corporate clients served.
- 50,000+ attendees engaged through exhibitions, festivals, performances, and public programs.
- Partnerships spanning technology, financial services, healthcare, higher education, and nonprofit sectors.
- Projects executed across multiple cities and international markets.
- Responsibility for budgets ranging from \$50,000 to more than \$1 million per initiative.
- Produced an audio podcast to showcase industry talent and accomplishments to the wider production economy.