

INNOVATIVE MARKETING VISIONARY, STRATEGIC BRAND ARCHITECT

Experienced professional with a well-rounded background in marketing, media, and public relations, now seeking to leverage transferable skills into new business areas. Proven strengths in negotiation, vendor management, data analysis and project management. Highly adaptable, with a track record of delivering cost-saving solutions and building strong vendor relationships.

CAREER HIGHLIGHTS

Analytical thinking – Analyzed complex public relations and marketing challenges and identified solutions for organizations like the Purina Institute, Edward Jones, Webster University and Mercy Health.

Digital Marketing – Effectively spearheaded website and social media campaigns that resulted in heightened customer engagement, increased organic search traffic, and boosted content sharing.

Negotiation Skills – Negotiated strategic partnerships and sponsorships with corporate entities, automotive dealerships, private airlines and food and other vendors to optimize brand campaigns.

- Campaign Strategy
- Consumer Insights
- Stakeholder Engagement
- Resource Management
- Cross-functional Alignment
- Adaptability
- Manage Activations
- Market Research
- Team Leadership
- Relationship Building
- Key Account Management
- Quality Assurance Oversight

PROFESSIONAL EXPERIENCE

Freelance Projects - St. Louis, Missouri

11/2023 – Present

As I actively seek long-term employment opportunities, I am engaging in freelance projects that include website building for small businesses, implementing digital marketing initiatives, and developing presentations designed specifically for grant proposal submissions.

PURINA INSTITUTE St. Louis, Missouri

05/2023 – 08/2023

Senior Specialist, Communications (Contractor) – Events Communications

Successfully managed the project to transition Purina Institute's veterinary events platform to a new vendor, ensuring the seamless activation of live and On-Demand events. Managed the end-to-end development and launch of the inaugural Purina Institute's event app, resulting in glitch-free viewer experiences.

- Planned and facilitated regular meetings between platform vendor and the Nestle Mobile Apps team to ensure the new App met compliance standards, and Google and Apple Store requirements.
- Managed event platform vendor to create registration and landing pages for live virtual experiences.
- Leveraging Microsoft Projects to build new workflow processes for managing event planning tasks and assigning responsibilities.
- Analyzed metrics and created data visualizations to report marketing campaign performance and offered recommendations for improvement.

PURINA INSTITUTE St. Louis, Missouri

09/2022 - 04/2023

Sr. Specialist, Digital Strategy (Contractor) – Corporate Communications

Served as the subject matter expert on digital marketing processes and best practices. Developed and implemented comprehensive strategies based on thorough research and an understanding of target audience needs and behaviors.

- Outlined a short and long-term digital marketing plan that resulted in a 300% increase in email communication signups within six months and a 120% increase in event registrations.
- Analyzed insights and reported campaign performance to assess against goals, ROIs and KPIs, resulting in improved audience targeting and enhancements to campaign visuals, messaging, and delivery methods.
- Strengthened operational efficiencies and developed organization systems for content creation and delivery, and digital asset management for internal teams and vendors.
- Developed a key opinion leaders (KOL) directory using Power Apps, to encourage collaboration across regions seeking subject matter experts. Nearly 400 new KOLS were added within two months.
- Executed impactful email marketing campaigns within Salesforce, driving increased open rates and conversion to website visitors and social media followers.

GENIECAST St. Louis, Missouri

01/2022 - 06/2022

Digital Marketing Strategist (Contractor)

- Managed and implemented social media strategy, resulting in a 150%+ increase in engagement and interaction within six months.
- Developed digital marketing collateral to support B2B lead generation.
- Fostered collaboration with sales, creative and production teams to align objectives and authored a Digital Best Practices Guide to ensure consistent brand standards.
- Analyzed campaign insights, generated reports, and identified opportunities for optimization.

EDWARD JONES St. Louis, Missouri

05/2021 - 12/2021

Digital Marketing Specialist (Contractor)

This temporary marketing role was created to support the talent acquisition marketing team in meeting recruitment goals within a specific timeframe.

- Spearheaded content changes and managed daily operations of the financial firm's internal and external careers websites ensuring all new and edited content was approved by the compliance team.
- Partnered with reputation management and DEI teams to gather content for career-related blog posts and various digital campaigns.
- Managed the editorial calendar and scheduled content for the careers social media pages.
- Recommended and built a centralized digital assets library for the team on SharePoint to enhance accessibility and organization.
- Conducted vendor assessments to harness innovative technologies and bolster website capabilities.

GAZELLE MAGAZINE St. Louis, Missouri

01/2014 - 12/2021

Founder & Publisher

Successfully launched a monthly print and digital magazine overseeing all aspects of production, distribution, and business operations for distribution to 40 grocery stores and thousands of homes, and businesses.

- Established and effectively managed a high-performance team of 12 - 15 experts, including personnel responsible for sales and content creation.
- Organized and devised annual advertising packages and sponsorship agreements and customized offerings to meet the needs of diverse clients.
- Collaborated with the sales and editorial leaders to expand the magazine into new markets.
- Managed supplier relationships and negotiated printing, distribution, and other vendor contracts.
- Cultivated and nurtured a professional network of potential clients and business prospects.
- Served as brand ambassador at events and meetings with C-level executives and community leaders.

WEBSTER UNIVERSITY St. Louis, Missouri

10/2020 - 5/2021

Interim Digital Content Manager

- Managed a team of 10 employees and contractors, and several vendors to relaunch the university's main campus website and seven international sites, and to maintain the sites post-launch.

- Implemented effective SEO strategies resulting in a 32% increase in website traffic and recognition with a prestigious national award.
- Organized and facilitated pre-event townhall meetings and post-launch information and training sessions for university leadership, deans, global faculty, and departmental stakeholders.
- Crafted a Digital Best Practices Guide to align marketing teams with new brand standards.

XANADU PUBLIC RELATIONS St. Louis, Missouri

01/2009 - 01/2014

Founder/PR Strategist

- Secured media coverage for various corporate, nonprofit and celebrity clients, like former St. Louis Rams player Roland Williams and music artists Nelly and Murphy Lee.
- Achieved successful launches, including the expansion of the Pujols Family Foundation from a St. Louis-focused nonprofit to a national organization.
- Skillfully coordinated news conferences and amplified media exposure and public engagement for various clients.
- Collaborated with in-house teams for event planning and publicity needs, leveraging Xanadu's community relationships to execute successful events and raise brand awareness.
- Crafted engaging blog articles for diverse clients, effectively communicating their brand messages.

KSDK-TV (NBC Affiliate) St. Louis, Missouri

2006 - 2009

Morning News Producer

- Produced "Today in St. Louis," the #1 rated morning show in the market.
- Created show rundowns, wrote segment promos and headlines, and coordinated live and studio coverage for reporters.
- Regularly communicated with public relations professionals to gather information and scheduled guest interviews.
- Monitored news wires for breaking news and stayed abreast of competitor coverage.

EDUCATION

WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, St. Louis, MO

May/2026

Professional MBA (focused on global fluency, values-based, data-driven, experiential learning)

Evening program designed for working professionals.

University of Missouri – St. Louis, Missouri

August/2003

Bachelor of Arts, Mass Communication

- Cum Laude (3.4) GPA

SKILLS / ACTIVITIES / INTERESTS

- **Digital Skills:** Microsoft 365 products, social media, Google Analytics, social media insights, Salesforce, HubSpot, Constant Contacts, WordPress, Slack, Asana, Trello, Monday, Tableau, Cvent, ON24, SpotMe certifications,
- **Community Involvement:** Served on the boards of the YWCA-Metro St. Louis, Connection to Success and NATAS- Mid-America Emmy Awards. Also served on public relations and gala committees for the Urban League, St. Louis Ballet, St. Louis Symphony Orchestra and Metro Theater – St. Louis.
- **Awards:** Media Person of the Year
- **Interests:** Traveling, hiking, dancing.