

COMMUNICATIONS PROFESSIONAL

Entrepreneurial, dynamic and highly efficient professional with 14 years of experience in business ownership, project management, and communications, delivering innovative problem solving that drive organizational results. Senior manager who integrates keen big picture insight with ground-level execution. Energetic and personable project manager dedicated to creating collaborative, team-driven approaches that achieve initiative goals and promote personal accountability. Innate curiosity for discovering workflow improvements. Ability to interface between all stakeholder levels to ensure clear, transparent communications about deliverables.

- Communication:** Multimedia Journalism, Video Production, Podcasts, Infographics, Investigative Research, Web Content Production, Internal Communications, Reporting, Blogging, Digital Promotion, Social Media Design, Digital Tutorials, Public Relations, Sponsored Content, Multimedia Distribution, Editorial Calendars.
- Leadership:** Strategic Planning, Team Building, Staff Mentoring and Development, Policy / Procedures, Marketing Strategies, Operations, Information Systems, Strategic Partnership Development, and Tracking / Reporting.
- Entity Management:** Entity Formation and Documentation, Business Systems Development, Cash Flow Management, Customer Service, Human Resources, Compliance, Preferred Provider Applications, Policy & Procedure Standardization, Office Management, Industry Research and Competitive Analyses, and Executive-Level Reporting.

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DIRECTOR POSITIONS

Blue Moon Coins - Vancouver, WA *Social Media Director, 4/2012 - 11/2012*

- **Established consistent email marketing presence** by synchronizing disparate email lists into a visible email solution and crafting weekly email marketing sales blasts to over 12,000 customers.
- **Designed and maintained social media editorial calendar** by setting up stakeholder and company social media profiles on LinkedIn, Facebook, Twitter, Pinterest, and company blog. Posted content to platforms according to schedule. Acted as company listening post.

Dow Columbia - Portland, OR *Project Director, 12/2006-10/2011*

- **Guided company through development and architecture of new CRM / Project Management Database** managing client account information; job life-cycle task timeliness, form standardization and collectible metrics.
- **Trimmed losses from warranty issues and write offs by 90%** by making managers responsible for bid and project outcomes; increased accountability resulted in more fiscally prudent management decision-making.
- **Reduced overdue customer accounts in half from 95 to 45 days** by making systematic improvements to accounts receivable and billing processes; created highly visible tracking system with specific tasks assigned to specified personnel to intensify follow-up efforts.
- **Migrated IT systems to cloud computing** drastically reducing annual licensing fees and creating accessibility and real time information from the field to the office.

UBuildIt - Vancouver, WA *Director of Operations, 2000-2004*

- **Attained ranking as 4th-highest revenue operation in U.S. out of 52 franchises.**
- **Achieved 95% customer satisfaction rate** by creating follow-up program proactively identifying and resolving any client issues, answering questions, and proactively communicating and managing client expectations.
- **Drove business development efforts by setting up and staffing multiple local home show booths;** achieved 33% conversion rate by fielding prospective client questions and presenting value-driven sales pitches to attract new clients.

EDUCATION

Full Sail University - Winter Park, FL (projected completion April 2013)

[*Master of Arts in New Media Journalism*](#)

Oregon State University - Corvallis, OR

Bachelor of Arts in English