

Resourceful and innovative professional with over 15 years of experience in a deadline-driven atmosphere creating comprehensive brand development, executive presentations and strategic marketing plans.

EDUCATION

Master of Business Administration in Marketing,
March 2012
Saint Leo University, St. Leo, Florida

Bachelor of Fine Arts In Graphic Design, March 2007
Minor: Advertising Design, Graduated *Cum Laude*
Savannah College of Art and Design, Savannah, Georgia

PROFESSIONAL EXPERIENCE

Savannah Court Appointed Special Advocates (CASA) • Savannah, Georgia • November 2020 to Present

A 501c3 nonprofit that recruits and trains volunteers to advocate for the best interests of children in family court.

COMMUNICATIONS & DEVELOPMENT MANAGER

ACCOMPLISHMENTS: Management of the 2021 Dancing with Savannah Stars Fundraiser raising \$130K for children.

- Works to develop and maintain a comprehensive strategic plan to include donor solicitation strategies to targeted individuals, corporations and businesses, foundations, special events, and in-kind donations
- Works closely with the Executive Director and Board of Directors to appropriately steward existing donors and develop strategies and materials for adding new donors into the pipeline
- Develops and oversee a donor recognition plan, including events publications and donor appreciation
- Coordinates the acknowledgement of donations, collection of pledges, and donor records
- Gathers information about nonprofit fundraising trends and technology
- Manages communications and marketing of the organization, including awareness campaigns, message and brand development, print and electronic materials, media relations and social media outreach
- Attends community events, meetings, or conferences to promote organizational goals or solicit donations or sponsorships
- Develops and maintains media contact lists, prepares press releases and any follow-up media coverage
- Assists in production of the annual report by collecting data year-round, creating a story board, and collecting pictures

Arrhythmia Alliance • Hilton Head, South Carolina & Chipping Norton, OX7 5SR, UK • April 2019 to October 2020

A 501c3 nonprofit that aims to improve the lives of those affected by arrhythmias.

COMMUNICATIONS COORDINATOR

ACCOMPLISHMENTS: Management of National and International Communications.

- Provided and ensured a high-level of service throughout the planning, execution and evaluation of campaigns
- Recognized opportunities to maximize revenue and awareness
- Updated, reviewed and maintained content of over 70 international webpages and 20 social media accounts
- Delivered effective communications for programs, campaigns and events, using social media and other traditional media relations including press releases
- Promoted the organizations' mission, ensuring consistency and integrity across all marketing communications
- Supported the development and delivery of multiple programs as well as communication strategies in line with the organizations mission, aims and objectives
- Tracked program activities and successfully evaluating the effectiveness of both delivery and outcomes
- Managed SEO, website briefs, user experience, digital campaigns, graphic and content development
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels

T.H.A. (The Healthcare Alternative) Group • Savannah, Georgia • October 2007 to May 2019

A locally owned and operated home health care provider that offers a full line of in-home care services.

CREATIVE MARKETING DIRECTOR

ACCOMPLISHMENTS: Recognized for excellence with promotion from Art Director to Creative Marketing Director, launched four Company Service Lines and transformed the Orders Management System generating \$300K-\$605K.

- Created organizational charts, integrated communications strategy and creative framework with Leadership
- Reviewed, evaluated, and monitored outstanding physician orders
- Hired, trained, mentored and supervised marketing and administrative personnel
- Oversaw design and production of print and digital materials in support of strategic marketing initiatives
- Utilized CRM for creating, tracking, and monitoring liaison territory management, referrals and activities
- Educated marketing staff on tools, budget, sales skills, and territory management to achieve volume goals
- Provided direction to other designers, vendors, suppliers, freelancers, partners, interns and photographers
- Designed messaging, sales collateral, advertising, packaging, branding, press releases, direct mail, tradeshow support, and presentations in both for-profit and non-profit sectors

FreshWorks Media ♦ Savannah, Georgia ♦ January 2006 to Present

A locally owned and operated virtual design company

ART DIRECTOR

ACCOMPLISHMENTS: Developed corporate branding and marketing solutions for companies throughout the East Coast.

- Creates logos, collaterals, prints, advertising, websites & digital marketing for various companies

TECHNICAL EXPERTISE

Adobe Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat, WordPress, | Microsoft Word, Excel, PowerPoint, and Outlook
| Mac/PC Expertise | Additional: Content Management Systems and Basic Search Engine Optimization

COMMUNITY LEADERSHIP & AWARDS

Volunteer Executive Director, Shelter From the Rain Inc., 2010 – Present | Patient Pal Volunteer, THA Group's Island Hospice, 2013 – 2016 | Board Member, The Living Vine Christian Maternity Home, 2014 – 2019, Step Up Savannah Outstanding Advocacy Award, 2017 | Women Rock Nation Savannah Award, 2017 | United Way's Women Who Rule Award, 2019 | Zonta International Centennial Woman of Excellence Award, 2019 | 2021 SCAD Community Service Award