



## CURRICULUM VITAE

**Strategic Leadership | Marketing & Communications | Operations & Analysis**

### OBJECTIVE & PROFESSIONAL SUMMARY

With 25+ years of experience leading teams and guiding organizations across nonprofit and other sectors, I help operations run efficiently and achieve measurable results. My experience turns complex challenges into actionable strategies that drive performance and long-term impact.

Throughout my career, I've led cross-functional teams, optimized operations, and delivered results in marketing strategy, brand development, fundraising, and stakeholder engagement—all guided by data and clear metrics. Proven in building high-performing teams, managing complex projects, and translating challenges into actionable solutions, I strengthen organizational performance and community impact.

Seeking a long-term executive, C-suite, or senior leadership role, I bring the expertise to drive growth, optimize operations, and deliver lasting impact by aligning strategy, people, and processes with organizational goals.

### CORE COMPETENCIES

- **Executive Leadership & Management:** Organizational leadership, strategic planning, team development, mentoring, project management, and change management. Skilled at aligning priorities, guiding cross-functional teams, and driving performance improvement across complex environments.
- **Marketing & Communications:** Brand strategy, integrated marketing, social media, digital campaigns, advertising, public relations, content creation, and event marketing. Strong ability to translate insights into compelling messaging and multi-channel communication strategies.
- **Business Operations & Strategy:** Process improvement, operational efficiency, financial management, budgeting, HR oversight, and policy development. Focused on building scalable systems, optimizing workflows, and strengthening long-term organizational sustainability.
- **Client & Stakeholder Engagement:** Donor relations, community outreach, B2B partnerships, volunteer coordination, and internal/external communications. Experienced in cultivating high-value relationships and driving engagement across diverse stakeholder groups.
- **Technology & Analytics:** CRM systems (Salesforce, HubSpot), QuickBooks, Excel-based KPI tracking, data analysis, and marketing performance optimization. Adept at using data to inform strategy, improve decision-making, and evaluate outcomes.
- **Fundraising & Development:** Grant writing, sponsorship development, fundraising campaign strategy, and event-based fundraising management. Proven success in generating revenue, securing partnerships, and supporting mission-driven growth.

## Curriculum Vitae - Continued...

### PROFESSIONAL EXPERIENCE

#### **Business & Marketing Consultant** – Self-Employed | Jun 2024 – Present | Remote

Clients include: Heavy Crush Records, Performing Artist, Balance in Body, Art of the Vineyard, Artist Gary Conway, SLO County CERT, and more.

- Lead integrated marketing, branding, and operational initiatives across social media, websites, digital content, and print.
- Provide strategic guidance on performance measurement, KPI analysis, and process optimization to improve engagement, brand presence, and organizational growth.
- Advise organizations on marketing operations, performance metrics, and content strategy to maximize ROI.
- Develop campaign collateral, advertising, public relations, and grant strategies tailored to client goals.

#### **Co-Founder & Chief Operating Officer** – Safe America Movement, LLC | Jan 2020 – Jan 2026 | Remote

- Led city & countywide initiatives supporting public, private, and nonprofit organizations in public safety, wellness, disaster response, and community resilience.
- Designed and implemented programs, volunteer initiatives, and training, including SafetyFest and SLO County World Day of Remembrance.
- Partnered with government agencies, city departments, and local organizations to align programs with public safety priorities, expand outreach, and enhance community engagement
- Conducted operational and financial analyses to support leadership decision-making and secure city/county proclamations.
- Increased community participation and volunteer engagement year-over-year for four consecutive years.

#### **Development & Marketing Director** – Restorative Partners | Apr 2023 – May 2024 | San Luis Obispo, CA

- Directed fundraising, marketing, volunteer programs, and interim HR/Finance functions during leadership transition.
- Developed campaigns and budgets exceeding fundraising goals by 25%.
- Implemented KPI-driven reporting to optimize team performance, operational workflows, and resource allocation.

#### **Senior Account Manager** – Position A, LLC | Feb 2020 – Feb 2022 | Remote

- Managed B2B social media campaigns and client relationships
- Provided data-driven insights to improve campaign performance and ROI, increasing LinkedIn visibility by an average of 35% across 15+ client accounts.

#### **Marketing, Fundraising & Events Director** – Paso Robles Downtown Main Street Association | Oct 2019 – Jul 2020 | Paso Robles, CA

- Directed marketing, fundraising, and events, pivoting programs to virtual and socially distanced formats during COVID-19.
- Coordinated with city leaders, boards, and local stakeholders to strengthen community engagement and support local businesses.

## **Curriculum Vitae - Continued...**

### **PROFESSIONAL EXPERIENCE - CONTINUED**

**Executive Director** – The Wellness Kitchen & Resource Center | May 2018 – Sep 2019 | Templeton, CA

- Managed operations, personnel, budgets, donor relations, marketing, and communications.
- Led organizational rebranding and crisis recovery post-building fire, maintaining services and increasing program participation.
- Prepared financial and operational reports with actionable insights to support board and leadership decisions.

**Business Marketing Consultant** – Self-Employed (Contract) | Apr 2005 – May 2018 | OR & CA, Remote

- Provided marketing, business development, fundraising, and operational consulting.
- Designed and executed campaigns across digital, social, print, and event platforms.
- Developed client branding, promotional materials, and integrated marketing strategies to increase visibility and engagement.

**Media Consultant** – McClatchy (The Tribune & SanLuisObispo.com) | Jan 2017 – Jan 2018 | San Luis Obispo, CA

- Partnered with local businesses to provide integrated digital and print marketing solutions.
- Built and maintained strong client relationships to ensure consistent performance and revenue growth.

**Account Manager** – Lincare Holdings, Inc. | Apr 2015 – Aug 2016 | San Luis Obispo, CA

- Oversaw sales, marketing, new business development, and community outreach for county-wide operations.
- Implemented strategies to increase sales and optimize account referrals.

**Marketing Manager** – Wilshire Hospice of the Central Coast | Aug 2011 – Aug 2013 | San Luis Obispo, CA

- Conducted educational presentations and organized industry trade shows, grand openings, and fundraising events.
- Managed public and media relations for multiple initiatives.

**Center Manager** – Lincare Holdings, Inc. | Nov 2007 – Jul 2011 | Grants Pass & Medford, OR

- Managed operations, personnel, finances, and compliance with FDA, OSHA, and DOT regulations.
- Oversaw customer service, marketing, sales, and community outreach; achieved top 10 office rankings nationwide.

**Marketing & Community Education Manager** – Wilshire Home Health Agency | Aug 2002 – Apr 2006 | San Luis Obispo, CA

- Conducted community presentations, managed referrals, and developed marketing campaigns.
- Created agency branding, handled media relations, and hosted a weekly local healthcare radio show.

**Project Manager** – Bulldog Drummond | Feb 2001 – Jul 2002 | San Diego, CA

- Coordinated client print/collateral projects and assisted in the compilation of Easton Sports Catalog.
- Supported production and account teams for multiple brand campaigns.

## Curriculum Vitae - Continued...

### PROFESSIONAL EXPERIENCE - CONTINUED

**Account Executive**, Advertising Team – The Gable Group | Jun 1998 – Jan 2001 | San Diego, CA

- Managed advertising campaigns, media buys, and budgets for governmental and commercial clients.
- Supervised interns and developed internal strategic plans.

**Account Executive** – Robertson Advertising, Inc. | Jun 1996 – May 1998 | Monterey, CA

- Managed automotive accounts, created advertising proposals, and implemented media plans.
- Promoted from Production Manager to Account Executive for outstanding performance.

### EDUCATION

- Master of Business Administration (MBA), University of Phoenix – Graduated with Distinction, 3.95 GPA
- Bachelor of Science (BS) in Communication, Emphasis in Marketing, University of Phoenix

### CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Six Sigma (Black Belt) Professional Certificate | Kennesaw State University | Dec 2025
- NSLS – National Society of Leadership & Success | Mar 2025
- Lambda Sigma Chapter – International Business Honor Society, Delta Mu Delta | 2025
- FEMA Community Emergency Response Team (CERT) | Jan 2021
- Cybersecurity Analyst Professional Certificate | IBM | Nov 2021
- Salesforce & HubSpot CRM Professional Certificates | Coursera | 2021
- Digital Marketing & E-Commerce Professional Certificate | Google | 2021
- Intuit Bookkeeping & QuickBooks Professional Certificate | Intuit | 2021
- PADI Certified Open Water SCUBA Diver | Jan 1994

### VOLUNTEER & COMMUNITY ENGAGEMENT

- **Treasurer, Board of Directors** – SLO County CERT | 2021 – Present
- **Advisory Volunteer** – SafetyFest Planning Committee | 2020 – Present
- **Co-Founder & Volunteer** – PASOSafe Community Initiative | 2020 – 2026
- **Volunteer** – Paso Robles Downtown Main Street Association | 2018 – 2023
- **Fundraising Volunteer** – The Wellness Kitchen & Resource Center | 2018 – 2019
- **Volunteer** – Santa Lucia School | 2014 – 2019
- **Initiative Outreach Project Leader** – Partners in Health, SLO Medical Society | 2003 – 2005
- **Communications Officer, Board of Directors** – Senior Nutrition Program of SLO County | 2004 – 2005
- **Volunteer & Member** – The Junior Chamber of Commerce, Monterey, CA | 1995 – 1998
- **Volunteer Docent** – Monterey Bay Aquarium | 1996 – 1998