

## DIRECTOR

### Executive Profile

A spirited and motivated leader able to handle multiple projects simultaneously. Able to mentor diverse, competitive managers into a mutually supportive team. Long-standing record of creating marketing and communication plans, successful events, major website roll outs and upgrades, facility management and office supervision.

### Skills

Communications, Editor, Event Planning, Special Events, Director, Fundraising, Graphics, Brochures, Catalogs, Marketing, Marketing Plans, Materials, Mentoring, Newsletters, Presentations, Processes, Public Relations, Recruitment, Strategic Plans, Supervision, Website, Annual Reports

### Professional Experience

Director 06/2012 to Current

Company Name City , State

Manages all the daily operations, public relations and marketing efforts of the KC Metro Center.

- Responsible for developing marketing plan and materials to recruit students by working with the Director of Continuing Studies and the Marketing committee. Manages the Kansas City Metro Center facility and supervises all clerical and part time positions. Coordinates with faculty and departments that provide courses at the Center. Works with local community colleges to create articulation agreements and plan other events. Works independently to recruit students to attend the Metro Center by making contact with business and industry, working with area community colleges, school districts, chamber of commerce and other organizations. Assisting other programs and departments to support recruitment and alumni efforts in the greater Kansas City area.

Online Facilitator 03/2008 to 09/2013

Company Name City , State

Taught classes online for the Communication Department.

- Responsible for developing the syllabus and facilitating various communication classes.
- Courses taught include but are not limited to: Mass Media Overview & History, Information Products and Presentations, Communication Processes, Information Strategies, Information Sources, Communication Variety and Foundations of Interpersonal Communications, Foundations of Mass Communication and Essentials of Managerial Communication.

Public Information Coordinator 09/2006 to 06/2012

Company Name City , State

Directed and supervised school district's communications program.

- Manage award winning website, which includes daily updates to 7,300 pages.
- Create graphics, track analytics, and manage 14 website coordinators.
- Responsibilities include adding major enhancements to website; such as flash movies, archives, blogs, videos and podcasting.
- Serve as co-editor for the district's Facebook page.
- Facilitate website trainings.
- Train principals and secretaries on automated phone system.
- Deliver bi-weekly training educating volunteers about District and YouthFriends policies.
- Coordinate annual and special events which recognize or involve teachers, students, parents and volunteers.
- Design, write and approve various marketing mediums which includes flyers, brochures and messages for the mass notification system.
- Manage 12 coordinators for the district's YouthFriends Mentoring Program.
- Provided support to district's Educational Foundation by coordinating fundraising events and promoting student programs.
- Complete yearly process to receive a grant from Kansas City for the Foundation.

Public Relations and Alumni Affairs Coordinator 01/2003 to 09/2006

Company Name City , State

Coordinated public relations, marketing and fund development for the college.

- Produced, wrote and approved various marketing mediums, such as newsprint, internet, annual reports, catalogs, strategic plans and brochures.
- Served as Editor-in-Chief of quarterly newsletter distributed to 3,000+ alumni, faculty, and friends of college.
- Developed and maintained Public Information website, and produced annual report and strategic plan.
- Organized class reunions and alumni events.

- Managed and budgeted other campus events.
- Facilitated 2005 annual campaign, which resulted in the highest annual donations received.

#### Education

Ph.D. 2018 Kansas State University City , State GPA: GPA: 4.0

#### Adult & Community Education

Master of Arts 2004 Missouri State University City , State GPA: GPA: 3.19

#### Communication

Bachelor of Arts 2002 Missouri Western State University City , State GPA: GPA: 2.69

Communication, Public Relations Emphasis

Technical Communication Minor

#### Memberships

Alpha Kappa Alpha Sorority, Incorporated

Hickman Mills Prevention Coalition (2007 - present)

Hickman Mills Educational Foundation (2012 - present)

Member, Scholarship Committee, St. Andrew United Methodist Church (2013 - present)

Member, PPR Committee, St. Andrew United Methodist Church (2012 - present)

South Kansas City Leadership Academy Graduate, 2008

YouthFriends, Mentor (2007 to 2014)

Advisory Committee for the 3V's Grant (2005 - 2006)

Coordinator, Cox Nursing Encounter Camp (2002 - 2005)

YWCA Advocate for Victims of Sexual Assault/Rape (2000 - 2004)