

MARKETING AND COMMUNICATIONS DIRECTOR

Core Accomplishments

communications plans. Managed budgets from \$200k to \$10 million. Outstanding work ethic and organizational skills

Professional Experience

Marketing and Communications Director 01/2014 – Current Company Name City, State

- Creates compelling, persuasive, relevant, and accurate communications content that increases the public's engagement with the organization (in collaboration with members of the National Marketing and Communications cohort) and build community support for improving schools in Seattle and across the state;
- Develops and executes a robust marketing and communications strategy in collaboration with the Seattle Executive Director, Government Affairs Director, and Seattle Organizer to ensure high-impact communications, earned media, and strong support of all Stand for Children Washington efforts;
- Conducting market-specific, qualitative research to inform strategic communication outreach to target audiences;
- Develops and implements a comprehensive public relations strategy to strengthen and elevate Stand for Children's brand, elevate and effectively message our policy and electoral campaigns across the state

Associate Director of Corporate Relations 01/2009 – 01/2013 Company Name City, State

- Consulted with companies such as: Black Girls CODE, Log Camp and National Association of Multicultural Digital Entrepreneurs
- Liaised with education organizations such as: Washington STEM, WestEd and Education Pioneers
- Led all communication activities: marketing, public relations and social media
- Pitched stories to journalists for prospective companies
- Managed media profile of executives
- Developed and managed speaking plans for Black Girls CODE CEO
- Created branding materials and overall messaging
- Served as a creative copywriter for -pitches, presentations, brochures, web promotion and marketing materials
- Planned and organized companies proactive presence in several communication channels, including - traditional media channels, online, social media, business/commercial events, conferences and industry meetings
- Worked in collaboration with media houses to develop new ways and strategies for attracting media audiences and the general public British Virgin Islands
- Led a five-person cross-functional team in strategic planning, including building private sector relationships, conducting negotiations, and managing budget and house targets
- Developed and maintained relationships for the Ministry internationally with over 22 countries
- Designed a communications/marketing strategy for the Ministry (press releases, talking points, briefings and white papers)
- Instituted a communication program to convey the specifics of the Securities and Investment Business Act of 2010 to the financial community
- Worked with cross-functional partners in finance, policy, legal and marketing on diverse communications matters ranging from media strategy to crisis management for the ministry
- Prepared briefings for the Deputy Premier and managed executive spokespeople for the ministry
- Lead negotiator for the Tax Information Exchange Agreement program
- Expanded the international business development program
- Represented the Ministry of Finance at numerous international conferences/meetings
- Senior relationship manager for mission critical corporate sponsors
- Cultivated and solicited philanthropic partnerships
- Identified prospects, developed and proposed strategies for the cultivation of major financial institutions
- Managed corporate-sponsored local programs and distance learning events
- Developed investment curricula with the Director of Corporate Relations
- Maintained and strengthened affiliation with the organization through activities with investment and international related grant making programming
- Represented the organization at various financial industry events nationally

New York Director for Management and Planning 01/2008 – 01/2008 Company Name City, State

- New York, NY/Paris, France New York Director for Management and Planning
- Led the establishment of the New York Office; oversaw operating budget of \$10 million
- Secured a grant for \$440k from the Bill and Melinda Gates Foundation
- Developed a programmatic assessment and evaluation tool that streamlined the contract management process and improved performance from suppliers
- Maximized financial performance by managing compliance and ultimately decreasing staffing costs
- Developed and implemented new operating plans, policies, programs and procedures
- Served as the liaison and primary point of initial contact for internal (Board of Directors) and external constituencies on all matters pertaining to the office of the Paris Director
- Drafted speeches, presentations, lectures, and policy documents on issues related to the work of the organization
- Ensured that office operations were in compliance with policy provisions and standards
- Ensured registrations and license procedures were up to date internationally
- Managed a variety of special projects for the Department

Governance Manager 01/2006 to 01/2008 Company Name City , State

- Organized and coordinated governance activities and worked directly with the Chief Executive Officer
- Served as the liaison to the Board of Directors
- Edited grant proposals, participated in the grant proposal process
- Tracked the priorities and developments of various boards that affected the organization
- Represented the CEO in both internal and external settings

Education

Masters : UNIVERSITY OF PENNSYLVANIA - Public Policy City , State , US UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Masters in Public Policy, May 2003 GPA 3.8

Wharton Business School - Corporate Finance and Marketing Wharton Business School courses in Corporate Finance and Marketing

Bachelor of Arts : Annenberg School of Communications - Comparative Government City , State , US Annenberg School of Communications
courses in communications SMITH COLLEGE Northampton, MA Bachelor of Arts, May 1999 Major: Comparative Government

Certificate : NORTHWESTERN UNIVERSITY, Kellogg School of Management - Marketing/Leadership Executive Program City , State , US
NORTHWESTERN UNIVERSITY, Kellogg School of Management Certificate Marketing/Leadership Executive Program, July 2007 Chicago,
IL ADDITIONAL Technology Skills: MS Office, Raisersedge, LexisNexis, Twitter and numerous social media platforms Extensive International
Work: Western Europe, US, Africa, Asia, and the Caribbean

Certifications

Certificate Marketing/Leadership Executive Program, Chicago, IL

Professional Affiliations

Consulted with companies such as: Black Girls CODE, Log Camp and National Association of Multicultural Digital

Presentations

online, social media, business/commercial events, conferences and industry meetings Served as a creative copywriter for -pitches, presentations,
brochures, web promotion and marketing materials

Skills

Marketing, Public Relations, And Marketing, Branding, Copywriter, Proactive, Self Motivated, Liaison, Budget, Governance, Proposals, Public
Relations Strategy, Finance, Business Development, Crisis Management, Exchange, Marketing Strategy, Media Strategy, Premier, Securities,
Strategic Planning, White Papers, Associate, Contract Management, Million, Operations, Registrations, Staffing, Budgets, Energetic,
Organizational Skills, San, Storage Area Network, Ms Office, Public Policy, Corporate Finance