

HIGHLIGHTS: Communications professional with 12 years of experience in internal and external public relations and marketing, writing and media relations, website content management, and project and event development and management.

- ➔ Founder of public relations and communications business with clients in business community development, housing and urban development, design, and health promotion industries.
- ➔ Provided leadership as part of the ASU College of Design executive team and management of complex projects including special project planning and execution, media campaigns and strategic planning for fundraising and promotional events, and organization and logistics for a national education conference.
- ➔ Created cohesive, branded marketing and event online and print strategies for the college and its programs including recruiting and marketing brochures, website and electronic communications, radio ads, and donor/development materials.
- ➔ Advised college administration through media outreach plans and strategies to build credibility and secure favorable coverage with editorial and ad placements, including *Urban Land Institute* magazine, *Arizona Business/AZRE*, *Arizona Republic*, *Phoenix Business Journal*, KJZZ/KBAQ, azcentral.com, GlobeSt.com, Phoenix Channel 11, and KTVK-3TV.
- ➔ Developed plans and managed major initiatives including research projects and publications, a major architectural exhibition series, and donor/development events.
- ➔ Initiated RFP and managed needs assessment and budget, proposal writing and response assessment, working group, website redesign and implementation, brochure content, and marketing rollout for a new website and annual report.
- ➔ Managed development events and outreach for the dean's Council for Design Excellence board meetings and lecture series, the annual Design Excellence fundraising dinner, and distinguished achievement recognition and alumni service awards.
- ➔ Promoted fundraising strategies in collaboration with the director of development to expand membership for the Council for Design Excellence and funding proposals for new initiatives and scholarships.
- ➔ Established strong, long-term working relationships with faculty of the College of Design across seven interdisciplinary design fields to assist them with publishing and promoting their research and professional achievements.

WORK EXPERIENCE

06/09–present Principal/Co-owner

Studio J Communications LLC

- Communications/public relations and graphic design including print and web design, media relations and social media, electronic communications (e-newsletters and e-announcements), writing, editing, print preparation and management, special projects, and awards/RFP submissions. Expertise in social media: Twitter, Facebook for business and event promotion, and online newsletters and announcements.

01/03–06/09 Communications Manager

College of Design, Arizona State University

- Lead communications professional for seven academic programs and four research centers, student advising and recruiting, alumni relations, development and advisory board relations, and dean's office administration; responsible for strategic planning and management of college internal and external relations resources and communications budget/funding.

- Strong writing and organizational skills to develop, direct, and produce all strategic media plans and press releases, web content, public relations, external marketing, and community and donor outreach including talking points for public presentations and internal communications. Includes knowledge of graphic design, print production, electronic distribution, and web resources and management tools.
- Identify, develop, and maintain strong relationships with advisory board, the university community, student organizations, external and professional organizations, the media, and business and industry.
- Research, plan, and execute projects for new programs and improvements to existing resources, including needs assessment, training, and follow-up.
- Coordinate/supervise and/or collaborate as a team member for a variety of programs/events, including annual fundraising dinner, professional conferences, and donor and student events.
- Collaborate with faculty, students, and staff on a variety of projects and initiatives, including time- and policy-sensitive projects. Supervision of communications staff and students.
- Represent the college and university in the wider community, including public presentations and media.

10/97–01/03 Associate Editor

Herberger Center for Design Excellence
College of Architecture and Environmental Design, Arizona State University

- Responsible for managing the editorial process from raw idea and editing to marketing and distribution of books, newsletters, and a wide range of other internal and external college publications.
- Strong emphasis in maintaining excellent communication with authors, faculty, staff, vendors, and community members to benefit the Herberger Center and its publications.
- Supervise team members and projects including graphic design, editorial, and student assistant functions. Position required highly skilled organizational and goal setting abilities to manage a myriad of editorial projects and workshop timelines/deadlines.

EDUCATION

December 1997 Master of Arts-English (Literature) *with honors*
Arizona State University

May 1995 Certificate in Publishing and Editing
Arizona State University

December 1991 Bachelor of Arts-English, *magna cum laude*
Arizona State University

Wide-ranging university studies include marketing, advertising, economics, art history, fine printing and bookmaking, and two- and three-dimensional design and ceramic arts. Certificate in Publishing and Editing requires extensive practical and course work in book marketing and editing to focus on mass communication through publishing.

TECHNICAL/EDITORIAL

Experience and expertise with Microsoft Office (Outlook, Word, Excel, Powerpoint) and Adobe Creative Suite (InDesign, Photoshop, Illustrator, Contribute, Dreamweaver, Acrobat Pro).

Conversant in most editorial style guides, especially Chicago Manual of Style and AP Stylebook.

Social media expertise: Twitter, LinkedIn, Flickr, blogging (WordPress), and Facebook for business and event promotion and networking.

COMMUNITY

Member of the Fundraising Board, City of Phoenix Family Advocacy Center (2003–present).
Member of Phoenix Community Alliance, Communications and Membership Committee (2009–10).
Member of U.S. Green Building Council, Arizona Chapter (2009–10).