

EXPERIENCE

Downtown Women's Center [5.10 – present]

Director of Communications and Public Education

- Collaborate with the CEO and senior leadership to develop communications strategies that broaden programmatic reach and deepen impact with supporters.
- Identify significant media and promotional partnerships that can be leveraged to support the mission, and create and implement plans to maximize them.
- Manage the development, distribution, and maintenance of all print and electronic collateral; newsletters, e-blasts, brochures, fundraising vehicles, and website and social media.

Chrysalis [5.08 – 5.10]

Communications and Marketing Manager

- Developed and managed marketing initiatives across multiple departments; development, direct services, and business divisions.
- Organized media events, managed pro-bono PR firm, and wrote press materials.
- Managed website, created e-communications, and develop online donation strategies.

Obama for America [7.07 – 3.08]

Regional Field Organizer, Congressional Districts 27 and 28

- Recruited and organized volunteers into a ground operation to conduct extensive voter outreach.
- Created media events, developed localized strategy, and gained support from key organizations and local elected officials.

Independent Consultant: Communications, Interactive, and Brand Development

- Consulted on interactive strategy, website development and online volunteer recruitment for several grassroots political organizations.
- Responsible for starting Sweet Marcelline's Inc., an organic specialty food company; including marketing strategy, product development, package design, and unique sales channels.

Mattel Inc. [6.99 – 7.04]

Senior Marketing Manager, Mattel Consumer Products

- Planned integrated marketing campaigns that included; print, TV, trade advertising, events, and PR.
- Developed annual marketing goals and managed budget with ROI analysis.

Senior Marketing Manager, Girls Interactive Group

- Planned and implemented online marketing programs that received 20% click-through rates.
- Developed e-commerce opportunities and managed partnerships with top e-retailers.

Senior Producer, Barbie.com

- Relaunched Barbie.com to increase site traffic 300% to 100MM visits annually.
- Managed 9-language localization of the site.
- Oversaw content development and managed IT and production staff.

Commerce One / Internet Outfitters [9.96 – 6.99]

Marketing Director, Online Marketing

- Established online advertising department that generated over \$1MM annually.
- Managed Internet presence for Hyundai, oversaw development of HyundaiUSA.com, and created lead management Intranet and database system for car dealers.

TRAINING

The Annenberg School for Communications / University of Southern California

MA in Communications Management

Parsons School of Design / The New School for Social Research

BA in Marketing with Graphic Design minor