



EXPERIENCE

Dynatest North America: Communication Strategist

August 2016 - May 2019

- Developed and executed a client-side b2b marketing plan. Strategy, design, and deployment of multiple online and offline communication projects.
- Projects: Social media development, Rich Media e-blast, brand awareness, instructional videos, trade-show deliverables, proposal engagement.

Cavalli Audio, LLC: Contract Director of Communication

February 2014 - August 2016

- Planned and executed a digitally-focused integrated marketing strategy for an internationally distributed audio brand.
- Digital and offline services provided: environmental analysis reports, Social strategy, a full stage Facebook contest, design and copy for online banners, a vector logo redesign, including designing and printing various formats of offline publications.
- Project undertakings: A Web refresh, and an online ordering database installation.

Proof Advertising: Interactive Producer & Project Manager

August 2011 - May 2014

- Managed all digital activity through agency. Projects encompassed: Website launches, iOS & Android app development, rich media production, email marketing, contest creation with social integration and optimization.
- Defined and managed the project's scope, estimate, and schedule throughout lifecycle.
- Facilitated collaboration between agency departments to streamline projects through to delivery.
- Cultivated vendor relationships by establishing evaluation and selection criteria, guiding contract negotiations, overseeing fulfillment and post implementation support.

Razorfish: Digital Account Planner

January 2011 - May 2011

- Worked with Austin and Chicago Planning teams to apply insight from research.
- Concentration on strategy grounded in research, creating strong creative briefs, and managing campaign scope.

Fugro Consultants, Inc.: Data Specialist

July 2001 - August 2011

- Extensive experience in Data Analysis and QC, including the utilization of Oracle and Microsoft Access databases.
- Training and experience in IT, and computer networking, including network security and backup.

SKILLS

Business

Project Management - planning and strategy, budgeting and estimating. Study and report of data analytics, the competitive analysis with demographic and geographic studies.

Technical practices: Database Administration, Information Technology, networking and security.

Software

Google Analytics, Microsoft Office/Access, Mac Keynote, Adobe Acrobat, Adobe Photoshop, Final Cut Pro, Affinity Designer, Mac and PC OS, HTML/CSS/PHP proficiency, including Markdown and Python.

CMS/Vendors

WordPress, Rapidweaver, Kentico, Wildfire, Gigy, Exact Target, GetSmart Content.

HIGHLIGHTS

San Antonio Convention and Visitors Bureau

Scoped and launched an award-winning tourism site built on a social framework with Facebook login. Notable site function: Trip Advisor database implementation, advanced data filtering, with integrated lodging and event booking.

Developed games and apps for iOS and Android. Managed National and International social media sweepstakes and contests from design, through legal and fulfillment.

Subway Restaurants

Managed and produced all digital projects for 45 US markets including: LA, Chicago, St. Louis, and San Francisco.

Projects: St. Louis Cardinals Sweeps, National eBlasts, an in-store ordering database, and in-store digital boards.

AWARDS

W3 Gold Award

Best website in Tourism category
SAN ANTONIO 2013

Facebook Studio

Outstanding global social creative
OVERLY UNCOMPLICATED 2013

Subway Restaurants

Digital Agency of the Year
MANAGER & PRODUCER 2013

EDUCATION

The University of Texas at Austin

Fall 2008 - Spring 2011

BS, Advertising
University, and College of Communication Honors
TexasMedia/Interactive Sequence

Business Foundations Program with University Honors
McCombs School of Business