

Career highlights

Marketing and communications professional with 10 years of experience; Ability to cultivate ideas into results and make strategic decisions; Background in journalism; MBA candidate

Relevant experience

Girl Scouts of Minnesota and Wisconsin River Valleys | St. Paul, Minn.

Director, Product Program | July 2014–present

Communications Manager, Product Program | July 2011–July 2014

- Responsible for department that produces 65 percent (\$9 million in net revenue) of annual operating budget.
- Create and oversee communication plan to more than 30,000 members including creating print collateral, sending email newsletters, updating website, and managing social media campaigns.
- Proactively engaged, consulted, and collaborated with cross-functional teams to understand organization challenges and support goals.
- Lead strategic development and launch of successful revolutionary national multi-million online cookie selling platform (Digital Cookie).
- Summarize and present information and strategic recommendations to senior leadership.
- Manage budgets for staffing, printing, and advertising.
- Write and analyze surveys to make informed decisions (in conjunction with other data sources).

American College of Surgeons | Chicago, Ill.

Electronic Communications Assistant | Jan. 2009–July 2011

- Managed website restructure and redesign while working with all departments within organization.
- Updated and maintained College's multiple websites.
- Created online marketing graphics to complement existing print materials.

Nebraska Humane Society | Omaha, Neb.

Development Communications Specialist | July 2007–Jan. 2009

- Managed creation of and execution of all marketing materials including signage, billboards and print mailings.
- Collaborated with cross-functional team to increase donations through direct mail campaigns and create collateral for fundraising events.
- Redesigned NHS website; doubled online donations year-over-year through new campaigns.

Education and Certifications

University of Minnesota

MBA candidate | Carlson School of Management

Michigan State University | Graduated Aug. 2007 with honors

Journalism major | German specialty | Honors college member

Volunteer Impact Leadership Certification | Aug. 2016

Minnesota Association for Volunteer Administration

Other skills

Adobe Acrobat

Adobe Dreamweaver

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

CSS

Google Analytics

HTML

Microsoft Excel

Microsoft Outlook

Microsoft PowerPoint

Microsoft Word

Salesforce

SEO

Survey Monkey

WordPress