

Director of Operations**Shift New Mexico****2017 to present**

Operations Management including marketing and business development, state regulatory compliance, inventory management, procedure and policy development, human resources management, fiscal compliance and management

- Human Resources Management responsibility for employee lead generation, selection, interviewing, hiring, and firing
- Inventory Management overseeing plant production, harvest, packaging, and retail
- Fiscal management including budgeting, Quickbooks, banking, and taxes
- Social media and print collateral management
- Maintain patient relationship and retention
- Maintain facility and production compliance and security in alignment with Department of Health regulations
- Creation and Implementation of organizational policy and procedures, budgets, strategic plans, and handbooks including employee, and budtender/production SOPs
- Oversight of physical plant and sourcing of IT office systems and applications
- Maintains federal 501c3 status, compliance with federal privacy laws / NM Secretary of State

Executive Director**St. Michael's HS Foundation****2013 to 2017**

Marketing, Development and Operations Management including marketing, fundraising, donor development, tuition assistance programming, policies and procedures, revenue expansion, human resource management, state and federal compliance, fiscal compliance and management, and constituent communications

- Human Resources Management hiring, training, managing all contractors and temp-staff.
- Produced revenue generating events, including annual Golf Tournament and Blue Stampede with a 36% increase in revenue from 2015 to 2016.
- Managed all social media, website, and print collateral and promotion
- Maintained stakeholder and donor relations through consistent personal contact and asks
- Managed tuition assistance programming with direct support to recipients and their families
- Creation and Implementation of organizational policy and procedures, budgets, strategic plans, and handbooks
- Liaison to 25-person working board including oversight of Board and subcommittee meetings
- Volunteer recruitment and supervision for all events and projects
- Contract management and reporting for all sources of funds
- Oversight of physical plant and sourcing of IT office systems and applications
- Maintained federal 501c3 status, Federal compliance, NM Secretary of State compliance
- Budget management for daily operations and \$1.3 million endowment fund
- Fiscal responsibility: daily and monthly fund accounting; daily, monthly, and annual fiscal reporting and taxes

PROFESSIONAL SKILLS

- Effective **communication skills** (written and oral)
- Experienced in **public speaking** to both small and large audiences
- Comprehensive understanding of **generally accepted accounting principles**
- **Motivated leader** focused on real-time solutions
- **Deliverable driven** to meet responsibilities **on time and within budget**
- Applied **supervisory experience** with on and off-site employees and contractors
- Solid knowledge of **planning and implementation** to meet marketing and operating goals
- **Analytic mind** with an eye to the aesthetic for elegant and yet **practical solutions**
- **Adaptable** to rapidly changing environments through effective **time management**
- **Emotionally intelligent** to meet staff challenges **focused on resolution**
- Experienced **administrator** managing **contracts and offices**

Principal**The Web Queen**

mid-2010 to Present

Providing contract-based operations and marketing services for small businesses

- Marketing and Communications through digital and print mediums for: Jambo Cafe, Jambo Hapa, Jambo Imports, and Jambo Kids Foundation, Luminous Beauty, and Make the Cut, LLC
- Project Manager: *The Jambo Café Cookbook*
- Provide state and federal compliance services
- Event management
- Writer and Editor for websites, blogs, books and magazines, and eNewsletters
- Trainer in operations and marketing procedures
- Produce training manuals, employee handbooks, policy manuals, etc.

TECH SKILLS

- Windows and Mac
- Quickbooks
- MS Office
- CRM Systems
- Adobe Photoshop
- Word Press / HTML
- Social Media
- Mailchimp
- Raiser's Edge
- Application Sourcing
- Hardware Sourcing

Marketing Manager**3HO Foundation International**

2008 to 2010

Marketing and communications management focused on expanding the organization's international reach, brand development, and event/product-driven funding

- Managed 25+ person virtual team: designers, coders, photographers, writers, and translators
- Managed editorial calendar for five departments and two sister organizations
- Project Managed development of 3HO.org, design, content, calendar, and online processes
- Project Managed training modules for CRM, teacher database, and website backend for five departments

- Policy development for *3HO Marketing and Editorial Policy and Procedure Manual*
- Brand License Program Management of 3HO® to international customer base
- Editor for *Aquarian Times* magazine and weekly eNews to an International Readership
- Process Designer for online customer relationship systems
- Produced all print and digital collateral to increase sales including: postcards, banner ads, and event images
- Exceeded revenue projections for chief revenue streams in 2009 and 2010 by 20%
- Increased subscriptions to 3HO e-mail list serv from 9,000 to over 20,000 in 10 months
- Managed a \$300,000 marketing budget

Project Manager - Research**Agency for Healthcare Administration****2007 to 2008**

- Project Liaison for cross-state teams for the Electronic Health Record Southeast Federal Initiative
- Interviewed Florida medical providers about their needs and/or use of EHRs
- Technical Writer: compiling interview data and statistics for federal reporting and funding
- Contract management and reporting for EHR SE Federal Initiative Grant

Executive Administrator & Philanthropic Liaison**Brandt Information Services****2003 to 2006**

- Project Managed company community service programming and events, serving over 100,000 constituents
- Managed support staff for all departments and 80+ volunteers in community service efforts
- Project Managed staff training programs including PMP and IT Certifications
- Contract Management and Reporting: Federal GSA Schedule 70IT Services Contract and Florida Department of Management Services IT Services Contract
- Liaison for Strategic Partnerships with State and Business partnerships, Brandt's Advisory board, and the U.S. women's Chamber of Commerce

EDUCATION

- Continuing education in business, marketing, planning, leadership, and finance
- Non-violent Communication, 3HO Foundation, New Mexico
- Mediation Certification, State of Florida
- Bachelor of Science degree in Accounting and Business Administration with a minor in Fine Art, La Roche College, Pittsburgh, PA