

**Principal****The Web Queen**  
mid-2010 to Present**Providing contract-based operations, accounting, development, and marketing services**

- 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**
- Media and Public Relations
- Social Media and eNewsletters
- Website content management
- Photography and photo editing
- Bookkeeping and General Accounting
- Event booking and management
- Project Manager: *The Jambo Café Cookbook*
- Provide state and federal compliance services
- Trainer in operations and marketing procedures
- Producer of training manuals, employee handbooks, policy and procedures, statement of work (sows)

**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

**Director of Operations****Shift New Mexico**  
Jan - Jun 2017**Operations set-up including accounting systems, dispensary build out, retail polices and point of sale systems, human resource management, security systems, and Department of Health and New Mexico State compliance.****Executive Director****St. Michael's HS Foundation**  
2013 to 2017**Marketing, Development and Operations Management including marketing, fundraising, donor development, tuition assistance programming, policy development, revenue expansion, human resources, state and federal compliance, fiscal responsibility, and constituent communications**

- Maintains federal 501c3 status, compliance with federal privacy laws / NM Secretary of State
- 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
- Produce revenue generating events, including annual Golf Tournament and Blue Stampede with a 36% increase in revenue from 2015 to 2016.
- Manage all social media, website, and print collateral and promotion
- Maintain stakeholder and donor relations through consistent personal contact and asks
- Manage tuition assistance programming and provide direct customer service 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
- Hiring, training, management and review of all staff and contractors
- Contract management and reporting for all sources of funds
- Oversight of physical plant and sourcing of IT office systems and applications

## **PROFESSIONAL SKILLS**

- Effective **communication skills** in print and digital expression
- 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**

## **Marketing Manager**

## **3HO Foundation International**

**2008 to 2010**

### **Marketing and communications management focused on expanding the organizations international reach, brand development, and event/product-driven funding**

- 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 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](http://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
- 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

**Project Community Coordinator****Carnegie Mellon University****1997 to 2002**

- Member Liaison/Tech Support for Alice Educational Software user community and alice.org
- Event and Installation Manager: annual Siggraph Conferences (attendance: 100,000+) and Building Virtual Worlds Exhibition (attendance 500+)
- Contract Management for federal and company contracts including DARPA and Intel
- Operations Manager for group facility and day-to-day operations including purchasing, accounting
- Managed \$1.5 million budget

**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