

SUMMARY

Accomplished marketing and communications executive with 15+ years of experience elevating brand presence and engagement in mission-driven organizations. Recognized for award-winning work in integrated campaigns and conference marketing. Proven ability to lead cross-functional teams, develop strategic narratives, and deliver measurable engagement. Seeking a senior leadership role where I can drive growth and enhance organizational storytelling at scale.

CORE COMPETENCIES

- Strategic Communications & Brand Management
- Integrated Campaign Development
- Digital Strategy & Social Engagement
- Cross-Functional Team Leadership
- Award-Winning Conference Marketing
- DEI & Mission-Driven Messaging

SKILLS

- Platforms & Tools: WordPress, Drupal, Joomla, Constant Contact, Mailchimp, Marketo, Blackbaud Raiser's Edge, ProTech, Association Anywhere, Google Analytics
- Achieved email open rates ranging from 40% to 70%, significantly exceeding industry averages through tailored messaging and optimized send strategies.

EXPERIENCE

Senior Manager, Marketing & Brand

2022 - Present

Turnaround Management Association | Chicago, Illinois

- Spearheaded award-winning brand and marketing strategy for national conferences, including the 2022 TMA Annual Conference (EXCEL Award winner) and the 2025 Distressed Investing Conference (AAE Award recipient).
- Developed and executed fully integrated marketing plans across email, social, and digital, increasing event attendance by 20% and member engagement by 15%.
- Managed and mentored a cross-functional marketing team; oversaw content strategy, creative production, and vendor relationships.
- Launched microsites and digital campaigns for high-impact programs, achieving consistent brand alignment and measurable ROI.
- Oversaw project planning and execution for 25+ campaigns annually, meeting or exceeding budget and timeline expectations.

Assistant Marketing & Creative Director

2021 - 2022

YMCA of Greater Des Moines | Des Moines, Iowa

- Directed digital communications, including website redesign, mobile app transition (Daxco to EGYM), and email marketing for 9 branches.
- Developed digital-first campaigns that grew online engagement by 45% and supported a 12% increase in membership signups.
- Managed high-profile partnerships with Iowa Wild and Iowa Wolves, producing joint marketing campaigns, events, and youth programs.
- Designed and implemented brand-compliant materials across social, print, and email; led governance and documentation for email list growth.

- Produced monthly donor updates, program newsletters, and targeted communications using analytics to refine messaging.

Assistant Director of Marketing & Creative Director

2019 - 2021

YSS / Iowa Youth Homeless Centers | Ames, Iowa

- Managed a five-person creative team delivering 30% more content YOY, aligned with crisis fundraising needs and donor engagement.
- Created storytelling-driven campaigns that raised \$200,000+ during the COVID-19 pandemic, highlighting client impact and community needs.
- Led all social media strategy and SEO optimization, increasing digital traffic and engagement across multiple platforms.
- Developed email and SMS campaigns that drove donor list growth and event participation, with A/B tested improvements in open and click-through rates.
- Crafted and pitched media stories, op-eds, and press releases to boost public visibility and donor sentiment.

Marketing Manager & Art Director

2014 - 2019

HPB/WSB Creative | Kansas City, KS

- Led creative direction for all client marketing deliverables, including branding, web design, email, and print.
- Managed a team of 5 graphic designers and web developers; implemented Agile processes that reduced project delivery time by 20%.
- Executed e-commerce marketing strategies, including email/SMS workflows and SEO optimization, resulting in consistent first-page rankings.
- Built and maintained client websites in Drupal and Pressero CMS; provided front-end coding in HTML/CSS for updates and enhancements.

Sr Graphic Designer & Front-End Web Developer

2012 - 2014

Print Time | Kansas City, MO

- Designed and deployed custom web-to-print platforms for corporate clients, enhancing ordering speed and reducing customer churn.
- Programmed and styled websites and eBlasts using HTML5, CSS3, jQuery, and PageDNA CMS.
- Maintained and updated corporate website using WordPress and coordinated ongoing email campaigns via MailChimp.

Graphic Designer

2007 - 2012

Tate Marketing Inc. | Burlington, ON, Canada

- Created visual branding and advertising for major North American clients, including Warner Bros., Leo Burnett, Yokohama, and Interac.
- Produced corporate identity materials, trade show booths, websites, and vehicle wraps for cross-industry clients.
- Designed and deployed high-volume eBlasts across clients using various email platforms.

EDUCATION

BFA, [Web Development](#) – Humber College, Toronto, ON

BFA, [Graphic Design & Marketing](#) – Fanshawe College, London, ON

Associate's Degree, [Fine Art & Art History](#) – Sheridan College, Oakville, ON