

I am a creative executive and passionate brand warrior who is an innovator and builder at my core. My strengths lie in communication; disruptive marketing and creative strategy; brand vision; project management; and budget accountability. Able to foster a collaborative working environment of grace and calm under pressure while thriving in fast-paced environments; and always have a smile on my face.

RECENT EXPERIENCE

Maryland-National Capital Park and Planning Commission, Montgomery Parks

Marketing and Public Affairs Manager

February 2019 - Current | Silver Spring, MD

- Leads and executes brand vision; marketing, advertising, promotions, public relations and community outreach programs
 - Brand repositioning to move the public perception, support organizational mission, and increase participation
 - Participates in and supervises: brand identity; ADA compliance; strategic messaging and communications; marketing plan development and execution; advertising; event planning and promotion; social media; public relations; media and influencer relationships; website design, management and content development; photography; videography; graphic design; copywriting; and budget management
 - Serves as centralized funnel for all marketing requests for the organization
- Cultivates strong professional relationships with internal and external executives; directors; managers; staff; advocates; stakeholders; community leaders and vendors
- Hires, manages, and mentors marketing, communications, creative team members and contractors
 - Pilots staff and project accountability ROI measures
 - Restructure of staff responsibilities, prioritizing to build a more creative and collaborative environment, implemented project management software and metrics
 - Champions staff professional development with training, workshops and teachable moments
 - Introduces and implements new technologies
 - Implements and monitors communication style standards and brand identity guidelines, project deadlines and delivery
- Evaluates ROI, reach, engagement, user experience (UX) and analytics for: website; social media; email marketing; communications; traditional and PPC advertising, and public relations programs
 - Targeting user experience and audience engagement
 - Prioritizes identifying new markets and inclusion of underserved demographics of the DMV region
- Responsible for management of marketing, advertising and outreach departmental budget

Ds2creative, Creative Marketing Solutions

Creative Director, CMO

August 2000 - February 2019 | Lewisville, NC

- Principal: Launch and direct boutique creative design and marketing communications agency
- Team Builder: Hire and mentor fulltime and freelance creative professionals
- Leadership:
 - Business development and client relations
 - Creative and marketing strategy and execution
 - Develop brand identity and standards
 - Social media strategy, policies, plan, management and content development
 - Website design, build, hosting, maintenance and content development
 - Digital advertising and promotion planning, execution and data collection
 - Email marketing promotion, database management and prospecting and loyalty club management
 - Account and project management, talent assignment, schedules and budget
 - Pitch and strategic marketing presentations

Sampling of Clientele:

- **Lowes Home Improvement:** Retail; Consumer Goods; Contractor Incentive Program
- **L'eggs Hosiery:** Hosiery, Textiles Manufacturing and Distribution
- **Pannill and Tultex Knitting:** Textiles, Apparel Manufacturing and Distribution
- **Highland House, Stanley Furniture, Leathercraft:** Furniture Manufacturing and Distribution
- **TW Garner Food Company:** Food Manufacturing and Retail Distribution; Foodservice
- **Variety Wholesalers, Inc.:** Roses Discount Stores Retail
- **RJ Reynolds Packaging:** Product Packaging and Promotions
- **Pioneer-Eclipse Corporation:** Floor Care Products and Equipment Manufacturing and Distribution
- **Industrial Battery and Charger, Inc.:** Industrial Equipment Distribution
- **SciWorks, Science Museum and Environmental Park:** Tourism, Museum and Development
- **North Carolina Grassroots Science Museums Collaborative:** Tourism and Museums
- **Red Hot & Blue Restaurants, Inc.:** Hospitality and Franchise Programs
- **Sticky Fingers Restaurants:** Hospitality
- **Winston-Salem Visitor Attractions:** Tourism
- **Town of Lewisville:** Event Promotion
- **North Carolina Association of Independent Schools:** Educational
- **Chesson Labs:** Pharmaceutical Research, Development and Manufacturing

EDUCATION

Strategic Marketing, Professional Certificate, Cornell University • Essentials of Marketing Strategy • Applied Marketing Strategy and Decision-Making Tools • Marketing Research and Analysis • Creating and Communicating the Value of Your Brand • Introducing New Products: Success and Failures • Distribution Strategy and International Marketing

Executive Leadership, Professional Certificate, Cornell University • Quality and Service Excellence • Leading Collaborative Teams • Strategic Decision Making • Leading with Credibility • Motivating People for High Performance • Coaching Skills for Leaders • Leading for Creativity and Innovation • Planning and Delivering Effective Presentations

Data-Driven Marketing, Professional Certificate, Cornell University • Measuring Consumer Preferences • Analyzing Segmentation and Targeting • Using Data for Positioning Brands • Predicting and Managing Customers' Lifetime Value • Market Response Modeling • Optimizing Digital Advertising with Analytics

BFA, Commercial Art, East Carolina University

REFERENCES

Mrs. Ann Riddle, CEO, TW Garner Food Company	336-661-1550	ariddle@twgarner.com
Mrs. Debbie Cesta, Corp. & Vol. Mgr., Habitat For Humanity	336-306-8419	debbie.cesta@habitatforsyth.org
Mr. Randy McCann, Former CCO, Red Hot & Blue Restaurants	407-529-8484	rmccann@aol.com

PERSONAL

- Possess excellent written, verbal and visual communication skills
- Experienced presenting marketing concepts to clients, executives, business owners, management and staff; conversationalist, well-mannered, with spirited sense of humor
- Problem-solver, skilled at assessment, identifying solutions, and implementing adaptable approaches
- Dependable and attentive; work with immediacy to project/task completion
- Calm-under-pressure; prioritize the chaos of deadlines in fast-paced multi-tasking project management
- Self-motivated, high energy, entrepreneurial spirit team leadership
- Collaborative, trustworthy, interpersonal skills, building long-term professional relationships
- Expert level in Adobe CS, Microsoft Office, CRM and CMS
- Willing & able to travel as needed; relocate