

Professional Experience

Oct. 2023 -
Present

Marketing and Communications Manager

Canopy Mental Health & Consulting and Canopy Roots

- Develop and implement marketing and communications strategies to drive engagement.
- Created and launched multi-channel campaign that resulted in over 50% client growth in category.
- Lead press and media relations to enhance public awareness and advocacy efforts.
- Analyze data and metrics to inform continual iteration and growth.
- Manage a team responsible for community engagement and public education.

Aug. 2022 -
Mar. 2023

Director of Marketing

Moneythink

- Developed strategic marketing plans for Moneythink and its college comparison tool, DecidED.
- Led a team of staff and consultants to execute marketing and communications strategies.
- As a member of the leadership team, collaborated on strategic direction and organization management.
- Launched organization's paid social media marketing initiatives.

Sept. 2020 -
Aug. 2022

Senior Director of Marketing and Communications

Healthy Building Network

- Led all marketing and communications functions by developing and executing effective plans.
- Produced and managed content for a variety of channels including websites, blogs, newsletters, reports, social media, presentations, donor communications, grants and press releases.
- Grew organization's social media engagement by more than 270% and newsletter clickthroughs by more than 180% in first year.

Dec. 2016 -
Sept. 2020

Director of Marketing and Communications

Comunidades Latinas Unidas en Servicio (CLUES)

- Drove organizational strategy and innovation around communications and marketing.
- Oversaw all printed and digital communication including managing staff, consultants and interns.
- Led the development of a new, fully bilingual website in English and Spanish.
- Supported the planning and execution of annual donor events and fundraising communications.

Nov. 2013 -
Dec. 2016

Assistant Director, Marketing and Communications

Xperitas

- Led organization through rebranding and brand development after the merge of two organizations.
- Managed development of a new website combining content and functionality from five previous sites.
- Oversaw the production of compelling new marketing videos including filming in five countries.

Previous
(2009-13)

Online Marketing Specialist
National Multiple Sclerosis Society

- Created and edited content for numerous websites, newsletters, social media and fundraising platforms.

Associate Editor
CSC Publishing, Inc.

- Wrote and edited content for a publisher of seven trade magazines in engineering and pharmaceuticals.

Education

Graduated
May 2011

Bachelor of Arts, Professional Journalism
University of Minnesota - Twin Cities

- Graduated summa cum laude with a 4.0 GPA.
- Completed minors in Spanish and Design.
- Studied abroad in Cuernavaca, Mexico, and Buenos Aires, Argentina.

Skills



Writing
Editing
Strategic marketing
Branding
Project management
Relationship management
Leadership
Public relations
Group facilitation
People management
Emotional intelligence
Web & print design
Creative problem solving
Event management



WordPress
Drupal
MailChimp
Constant Contact
Google Analytics
Google Ads
Social media
Squarespace
Salesforce
Hubspot
SEO/SEM
HTML/CSS
Webinar management
Numerous CMS/EMS platforms



Adobe Creative Cloud
- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- XD
Asana
Basecamp
Slack
Canva
Google Workspace
Microsoft Office 365
iMovie
Numerous CRM systems



English
Spanish

