

Personal Statement

Embracing everyday opportunities to inspire positive change and motivate by example.

Executive Summary

Results-oriented and accomplished professional with experience in strategic communications, marketing, nonprofit leadership, business development, and sales management. Embraces challenges and is in constant pursuance of opportunities to help purpose-driven brands achieve greater impact. Is a self-motivated visionary with a creative and entrepreneurial mindset, strong analytical skills, and a pragmatic and decisive decision-maker. Seasoned at working independently and as a collaborative team-player, enjoys data-driven content strategy and storytelling.

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PROFESSIONAL EXPERIENCE

DIRECTOR OF DONOR RELATIONS

University Health Foundation, Nonprofit

July 2021 to September 2023 (San Antonio, Texas)

- **Strategic Messaging:** Revamped core messaging while gaining stakeholder and executive leadership engagement and approval for adoption and implementation.
- **Employee Engagement:** Rebranded and created a strategic campaign plan for a 15-year-old fundraising campaign—resulting in the highest-grossing campaign while reducing from a 16 to a four-week duration.
- **Digital Strategy:** Acted as an organization-wide consultant to implement a more sophisticated and holistic suite of digital resources for efficient, measurable, and user-friendly fundraising and omnichannel marketing.
- **Digital Communications:** Created and implemented its first digital communications plan incorporating social media, email campaigns, newsletters, giving platforms, and digital advertising.
- **Corporate Responsibility:** Developed the organization's first impact report and transparency storytelling plan.
- **Partnership Marketing:** Established and implemented the organization's first partner recognition policy, creating mutually beneficial public relations, media, sponsorship, ads, and co-branding opportunities.
- **Stewardship:** Designed, implemented, and directed a comprehensive stewardship program to promote engagement and grow trust and affinity with donors at all levels.
- **Cause Marketing:** Spearheaded the organization's first-ever POS fundraising efforts.
- **Event Communications:** Oversaw all copy for the annual gala, including the event scripts, audiovisual scripts, executive speeches, and pre-, live, and post-event collateral and multimedia communications.
- **Campaign Deliverables:** Researched and conducted interviews to develop all cases for support, case statements, and supplemental communication deliverables to support fundraising initiatives.
- **Custom Proposals:** Created donor-centric communications that supported gift officers in securing numerous seven-figure gifts.

STRATEGIC COMMUNICATION CONSULTANT

The Source, Nonprofit (Pro bono)

January 2021 to May 2021 (Remote)

- **Consulting:** Uncovered insights into organizational goals, challenges, and opportunities to increase target audience awareness of the organization's free women's health care services.
- **Research:** Conducted primary and secondary research to define the organization's key public and understand the demographic and psychographic motives influencing their decision-making.
- **Strategic Planning:** Through qualitative research and data analysis, synthesized insights gleaned to produce a full-scope plan: research summary, action planning, communication sampling, campaign execution, budget, Gantt timeline, and campaign measurement and analysis.

STRATEGIC COMMUNICATION CONSULTANT

Heard, Nonprofit (Pro bono)

January 2020 to May 2020 (Remote)

- **Consulting:** As the lead strategist on the Hoya Solutions consulting team, we partnered with this nonprofit to create a strategic plan to accomplish its goal of empowering more underserved individuals through creative art expression.
- **Qualitative Research:** Conducted one-on-one interviews with stakeholders and community influencers to gain insights into the existing organizational model's opportunities and weaknesses.
- **Data Analysis:** Synthesized primary and secondary research to guide data and research-driven recommendations.
- **Persona Development:** Through research data gleaned, the organization's primary key publics were identified, and personas were developed to aid them in understanding its key public motivational interests and how to reach them through marketing and communication initiatives.
- **Strategic Messaging:** Defined the organization's North Star messaging to guide future branding and messaging initiatives.
- **Messaging Deliverables:** Created sample messaging for each persona with detailed multimedia instructions to reach the target key public.
- **Evergreen Deliverables:** Created an interview guide and supplemental story guide to empower the organization to implement strategies independently after the consulting contract concluded.
- **Campaign Creation:** Beyond the proposal scope, pitched a branded campaign to help increase brand awareness beyond regional boundaries.

BUSINESS DEVELOPEMENT MANAGER

Building Materials Holding Corporation

April 2014 to Spring 2019 (South Central Texas)

- **Business Development:** Within the first year of employment, ranked third highest producer in Texas and within the top ten nationally—regularly exceeding continually increasing sales goals.
- **Strategic Sales and Portfolio Management:** Procured and managed a business portfolio of over \$1 million annually.
- **Prospecting:** Identify and capitalize on new business opportunities by effectively promoting products and solutions to secure new customers.
- **Consulting:** Acted as a trusted advisor and product expert among industry professionals to advise on product capabilities and creative design solutions.
- **Contract Negotiation:** Created proposals for RFPs and managed the entire life-cycle of contract negotiations.
- **Relationship Management:** Developed and nurtured strategic partnerships with clients and partners to foster long-term consumer loyalty.

REGIONAL SALES

Allen and Allen Company

Summer 2012 to April 2014

- **Business Development:** Secured new incremental business by helping the organization expand into light architecturally driven business segments: the light commercial, historical restoration, and coastal markets.

ANDERSEN WINDOWS CORPORATION

Architectural Sales Manager

Summer 2010 to Spring 2012 (Texas)

- **Program Development:** 1 of 10 Representatives selected out of 250 nationally to assist in developing the new and specialized Architectural Sales Department.
- **Business Development:** Through market research and strategic business development, closed \$1.5 million of new, incremental business and secured future specifications worth \$3.2 million.
- **Go-to-Market Strategy:** Established the state-wide comprehensive strategic business plan for increasing architecturally-driven sales in Texas.
- **Marketing:** Implemented regional marketing initiatives to increase brand awareness and engagement amongst target audiences and played a key role in overhauling national marketing initiatives.
- **Relationship Development and Management:** Positioned self as a regional expert and utilized consulting skills to build trust and loyalty among key audiences.
- **Training:** Organized and provided regular presentations to industry professionals seeking continuing education units.

Territory Sales Manager

Summer 2008 to Summer 2010 (Columbia, South Carolina)

- **Profit Generation:** Exceeded annual sales goal by 6% despite national permits being down 37% due to the national housing recession.
- **Business-to-business sales:** Managed the training, marketing, and sales of 10 regional dealer accounts.
- **Industry Leadership:** Elected as an Executive Board member to the HBA Remodeler's Council.
- **Strategic Planning:** Managed territory business plan of \$1.5 million.

Sales Development Associate

Summer 2007 to Summer 2008 (Bayport, Minnesota)

- **Management Development:** Participated in extensive professional training on strategic planning, interpersonal communication and presentation skills, crisis resolution, business development, client management, contract negotiations, budgeting, forecasting, financial acumen, and product expertise.

FREELANCE

Marketing and Communications

Spring 2015 to Fall 2016 (Remote)

- **Social Media:** Establishing messaging strategy, content creation, paid ads, and overseeing analytics.
- **Public Relations:** Pitching media stories, conducting media interviews, and providing media coaching.
- **Community Outreach and Engagement:** Identifying and organizing outreach opportunities with target audiences.
- **Communication Consulting:** Coaching on digital marketing solutions.
- **Brand Partnerships:** Identifying and negotiating co-branding opportunities for collaborative brand awareness.

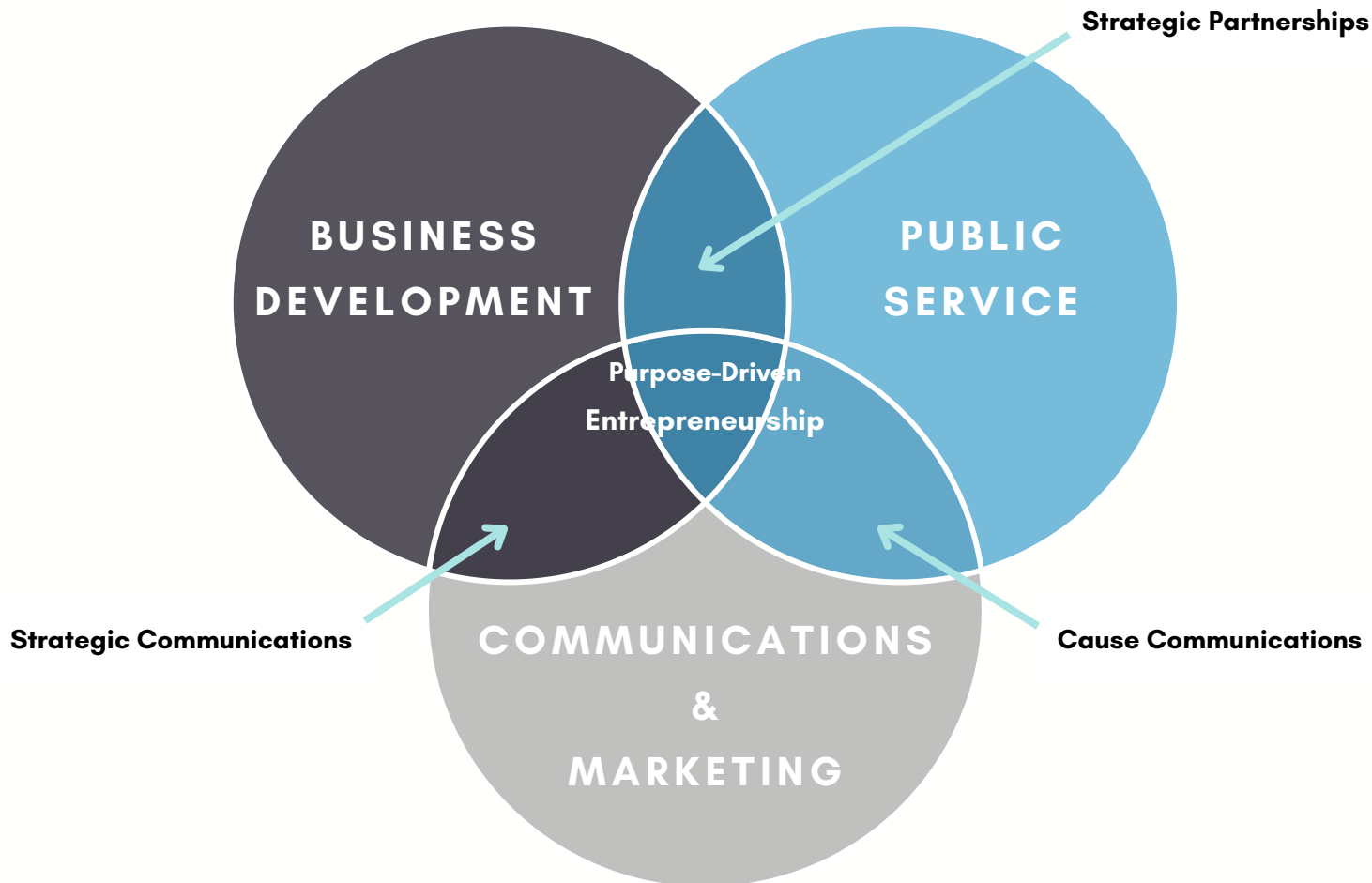
DIRECTOR

San Antonio Pets Alive, Nonprofit (Pro bono)

January 2012 to Spring 2014 (San Antonio, Texas)

- **Management:** Recruited and managed a volunteer leadership team of 10 specialists while running the largest, active foster network in the nation—comprised of hundreds of volunteers while overseeing the operations of medical, marketing, administration, and adoptions of an ongoing 1,000-plus rescue animals.
- **Program Development:** Developed and managed the foster team from the ground up by creating recruitment, operation protocols, communications, and training seminars for foster volunteers.
- **Fundraising Development and Events:** Created and executed event and sponsorship opportunities, raising over \$25k
- **Operations:** Built operations processes to maximize effectiveness and efficiency.
- **Mentoring and Training:** Designed training protocols and operations.
- **Digital Marketing:** Developed marketing team and operations to expedite and increase foster animal adoptions, allowing for an increase of weekly adoptions by 500%, increasing the number of animals saved from euthanasia.
- **Public Relations:** Conducted media pitches and interviews.
- **Engagement:** Organized foster volunteer socials, forums, communications, and events to drive stakeholder affinity and loyalty.

PROFESSIONAL SUMMARY



ACADEMIC BACKGROUND

GEORGETOWN UNIVERSITY, DISTRICT OF COLUMBIA

Master's of Public Relations and Corporate Communications

Emphasis: Cause Communications

4.0 GPA

Certified Cause Consultant

Center for Social Impact Communications

Fall 2019 to Spring 2021

Coursework Focus

- Elements in Strategic Communications
- Communications Research
- Public Relations Writing
- Ethics in Communications
- Purpose-Driven Brands
- Digital Communications Strategy
- Cause Consulting
- Media Relations
- Strategic Communication Capstone

BUSH SCHOOL OF GOVERNMENT AND PUBLIC SERVICE AT TEXAS A&M UNIVERSITY, COLLEGE STATION, TEXAS

Graduate Certificate in Nonprofit Management

Emphasis: Philanthropy and Fundraising

3.8 GPA

Honors: Nu Lambda Mu Honors Society

Summer 2017 to Fall 2019

Coursework Focus

- Marketing for Nonprofits
- Philanthropy: Fundraising in Nonprofit Organizations
- Grant Writing and Project Management
- Foundations of Public Service and the Nonprofit Sector
- Management and Leadership of Nonprofit Organizations

TEXAS A & M UNIVERSITY, COLLEGE STATION, TEXAS

Bachelor of Arts in International Studies

Emphasis: International Commerce

Fall 2002 to Spring 2007

Extra-Curricular: Wiley Lecture Series

- **Development Team Member:** Secured funding through grant writing and donor solicitations to support the prestigious lecture series featuring esteemed policy leaders such as Secretary of State Colin Powell, Mayor Rudy Giuliani, House Speakers, and renowned International Policy & Decision-makers

MIDLAND TECHNICAL COLLEGE, COLUMBIA, SOUTH CAROLINA

Certificate of Photography

Emphasis: Digital Photography

Spring 2010

SKILLS

- Leadership and Team Building
- Program Development and Process Management
- Strategic Business Planning
- Strategic Communications and Marketing
- Purpose-Driven Communications and Consulting
- Campaign Development and Management
- Budgeting and Forecasting
- Performance Measurement and Analysis
- Brand Awareness
- Reputation Management
- Audience Engagement
- Editing and Contractor Management
- Research and Subject Matter Interviews
- Digital Fundraising, Proposal Development, and Grant Writing
- Strategic Planning and Project Management
- Brand Development and Management
- Relationship Management
- Executive Ghostwriting
- Script and Short Video Writing and Production

CHARACTER

VALUES

- Authenticity
- Adaptability
- Education
- Honesty
- Kindness

VIRTUES

- Integrity
- Respect
- Service
- Trust

WORK ETHIC

- Accountable
- Dependable
- Detail-oriented
- Organized
- Self-motivated

CLIFTON STRENGTHS

- Learner
- Responsibility
- Analytical
- Intellection
- Ideation