

## Professional Summary

A marketing and communication professional that brings a broad perspective of disciplines together, with an eye for great design combined with a sharp business acumen beneficial to any professional setting. With a record of developing business opportunities and scaling organizations vertically, I am exploring executive level positions at new ventures to continue my success.

### Director of Membership for the American Assoc. of Nurse Practitioners (AANP) in Austin, Texas – 2013 to October 2020

- Managed and oversaw all operations of the AANP Membership Department
- Created acquisition and retention strategies, increasing membership from 43,000 to more than 114,000 members
- Identified and conducted outreach to new member prospects through target-marketing
- Developed marketing plans utilizing multiple channels, including email, print, web, social media, and tradeshow
- Established KPIs and monthly reporting for department analyzing of data trends from CRM software and Google Analytics
- Work with Board-level Committees, AANP State Representatives and industry leaders building alliances to drive membership
- Publicly presented and represented the organization to various audiences at Annual Conference with 5,000+ attendees

### Marketing Manager for the Nelda C. and H.J. Lutcher Stark Foundation in Orange, Texas – 2010 to 2013

- United multiple venues under a single umbrella brand and website (starkculturalvenues.org)
- Created membership program and membership benefits for STARK Cultural Venues
- Oversaw development of all marketing collateral, advertising and media outreach, working directly with venue directors
- Utilized various marketing channels, including print, web, social media, TV, billboards, radio, expos, and tradeshow
- Increase social media and web presence through web marketing, PPC, and SEO strategies
- Fostered business relationships with key partners across various industries and media to successfully promote venues
- Secured unique marketing opportunities to promote STARK Cultural Venues at state, regional and national levels
- Represented the Foundation publicly at tradeshow, radio interviews, and TV interviews

### Publications Director/Marketing Manager for Patton Medical Devices in Austin, Texas – 2005 to 2009

- Oversaw all print and web collateral, working directly with sales staff and department leaders
- Developed all marketing materials, including product packaging, user guides, brochures, newsletters and white papers
- Established collateral inventory system, managed the print budget, and maintained vendor relations
- Oversaw the design and content of corporate website (www.pattonmd.com) and product website (www.i-port.com)
- Collaborated with various industry leaders for cross-marketing efforts and public relations campaigns

### Senior Publication Specialist for Affiliated Computer Services (Austin, Texas) – 2000 to 2005

- Implemented the Children's Health Insurance Program (CHIP) in Texas with a small team of professionals
- Enrolled over 525,000 members on CHIP, surpassing membership goals set by the State of Texas
- Designed, wrote, and developed fulfillment strategy for all member correspondence
- Developed all in-house collateral, including training materials, event posters, employee awards and certificates
- Participated in the development of the CHIP account intranet

### Supervisor for Texas Parks and Wildlife Department (TPWD) Reservation Center in Austin, Texas – 1994 to 1998

- Oversaw the training, evaluation, scheduling and consultation of 30+ reservation agents
- Coordinated efforts between Texas State Parks and the TPWD Reservation Center
- Handled all customer complaints and escalations
- Analyzed call center statistics for process improvements

## Professional Associations

- Texas Society of Association Executives (TSAE) - 2016 to present
- Board of Directors - Texas Forest Trail Region (Texas Historical Commission's Program) – 2011 to 2013
- Board of Directors - Greater Orange County Chamber of Commerce – 2012
- Advisory Board for SoutheastTexasEvents.com – 2010 to 2011
- Leadership Southeast Texas Alumni – 2011
- Organizer for Austin Design and Media Meetup Group – 2007 to 2008
- Editorial Board of the ACS State Healthcare Newsletter – 2003 to 2005

## Ongoing Professional Development and Education

- Currently training on Google Analytics Individual Qualification (GAIQ) certification and MOS Excel Certification
- TSAE CAEs Hours - Tech Talk, Developing Your Associations Value Prop, Content Marketing, Using Surveys to Engage & Segment Your Audience
- Bachelor of Arts in Geography with Writing Minor from Texas State University in San Marcos, Texas – 1999



office



acrobat



photoshop



illustrator



indesign



premiere



after effects



dreamweaver



e-marketing



wordpress



facebook



twitter



linkedin

high

medium

low

proficiency