

EXECUTIVE SUMMARY

A **communications leader** with 12 years of experience in communications and marketing functions in software, non-profit, and healthcare organizations. An expert at working cross-functionally to transform latent knowledge into strong organizational messages and at supporting strategic initiatives by planning and executing comprehensive communications programs.

FUNCTIONAL EXPERTISE

- **Leadership and Resource Management**
- **Media, Public Relations, and Strategic Events**
- **Internal Communications**
- **Content Creation and Technical Writing**
- **Strategic Relationship Management**
- **Brand Positioning and Marketing Support**

FUNCTIONAL EXPERTISE DEMONSTRATED

HANDY SOFTWARE

January 2015 – Present

A provider of endpoint device management software solutions operating globally, with clients like UPS, Forever 21, Office Depot, and Overstock.com and annual revenues of ~\$24 billion.

Communications Manager (January 2015 – Present)

Leading the Corporate Marketing team (inclusive of 2 staff writers, 7 product managers, and a web/lead generation specialist), regular responsibilities include strategic brand and sub-brand management, communications roadmap planning, managing investor relations, internal communications, management of an external public relations firm, and the development of communications-related corporate policies.

- **Leadership and Resource Management:** Supervising an annual departmental budget of ~\$850,000, responsible for the development and evaluation of performance metrics pertaining to major spends, for soliciting external service providers and reviewing engagement contracts, and for acting as the departmental point of contact for executive, product management, marketing, sales, and engineering teams. Awarded *Marketer of the Year* award in 2015.
- **Media, Public Relations, and Strategic Events:** Acting as the point of contact for Handy's external public relations firm, liaising with 8 external public relations specialists to synchronize the Firm's communications roadmap (inclusive of the Handy and two sub-brands), to delegate media and public relations-related tasks (e.g. drafting press releases, soliciting media outlets, and ghost writing), and to prioritize strategic Company initiatives. E.g. worked in partnership with the PR team to land a front-page story on MP Devices, the leading supply chain/logistics business information vehicle. First to develop social media engagement guidelines at Handy and responsible for cultivating and broadcasting messages on Facebook, LinkedIn, and Twitter.
- **Strategic Relationship Management:** Performed all duties pertaining to analyst relations, a highly sensitive and strategically important dynamic, leading ~3 regular analyst calls/wk., leading product briefing calls, and coordinating inquiry calls to discuss issues of strategic importance to Handy and its subsidiaries.

Marketing Manager (September 2013 – December 2015)

Led the marketing function for the Surfton Corporation, an enterprise mobile device management solutions provider with ~\$30 million in annual revenues that was acquired by Handy in 2015. Responsible for internal communications, writing and content development, brand management, liaising with an external public relations firm, managing strategic events, conducting market research, and supporting sales efforts globally.

- **Media, Public Relations, and Strategic Events:** Served as point of contact for an external public relations firm, executing a communications roadmap, reviewing press releases, managing relationships with media outlets, and briefing the Firm's executive team. Successfully planned and managed 40+ events per year (e.g. trade shows, customer appreciation events, and partner events) and an annual events budget of ~\$125,000.
- **Internal Communications:** Successfully worked cross-functionally to uncover successes, identify best practices, understand product modifications and releases, and record customer stories for use in producing and distributing a bi-monthly internal newsletter to 250 marketing and sales personnel worldwide.
- **Content Creation and Technical Writing:** Created marketing collateral, executive presentations, website content, and content for social media sites like LinkedIn, Facebook, and Twitter. E.g. led the total redesign of Surfton's marketing collateral in 2013, creating one sheets, PowerPoint presentations, and partner reference sheets and drafting scripts for demonstration videos for each of the Company's 10 products.

NATIONAL MULTIPLE SCLEROSIS SOCIETY (TEXAS STATE CHAPTER)

August 2011 – January 2013

The non-profit that funds MS research, drives change through advocacy, provides education on MS, and runs programs for people with multiple sclerosis. The Utah Chapter, based in Austin, has ~15 employees.

Communications Manager

Performed all communications-related duties, liaising with print, TV, and web-based media outlets, positioning the Chapter's brand, developing and coordinating strategic events, and creating print and web content.

- **Media, Public Relations, and Strategic Events / Brand Positioning and Marketing Support:** Served as the Chapter's point of contact with media outlets, led public relations campaigns related to fundraising drives and strategic events, and worked to reposition the public perception of the National MS Society by highlighting stories about living successfully with MS. E.g. Worked with the local NBC affiliate to highlight two positive stories about living with MS in coordination with the annual Bike MS charity ride which, in 2012, attracted 2900 riders (double from the previous year) and raised ~\$1.5 million for the Chapter.
- **Content Creation and Technical Writing:** Produced 6 annual newsletters, drafting local content and syndicating content from the national office. Drafted speeches and prepared presentations for the Chapter's president and created a variety of event-related and special content.

HEALTHCO PHARMACEUTICAL CONSULTANTS

December 2005 – March 2011

A consulting firm with ~50 employees advising pharmaceutical companies across the US on facilities and regulatory compliance issues.

Marketing Coordinator

Performed all marketing and communications duties, creating a variety of marketing and technical content, coordinating internal and external communications, and planning and managing strategic events.

- **Content Creation and Technical Writing:** Successfully created a variety of marketing and technical content, including the Company's *Rapid Testing* newsletter and regulatory documentation for the US Food and Drug Administration. Worked cross-functionally with finance and operations teams to draft ~2 proposals (with individual contract values of up to \$500,000) per week.
- **Media, Public Relations, and Strategic Events:** Planned and managed ~5 major events per year, including 4 industry tradeshows and an annual user's conference with ~100 attendees.

EDUCATION AND COMPUTER SKILLS

Bachelor of Science (Sociology, Minor: Communications). Michigan State University (Lansing, MI)

Computer Skills: MS Office Suite, Salesforce, Manticore, Adobe Photoshop & Indesign, Convio, Sprout Social