

## EXECUTIVE SUMMARY

An **educational content, training, and marketing** expert with 15 years of experience in the energy, construction, and education industries. A people-oriented, communicative, and effective professional who can find the right message, deliver it at the right time, and create value by developing capacity in others.

## FUNCTIONAL EXPERTISE

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- **Leading Marketing & Communication Programs**
- **Identifying Skills Gaps & Educational Needs**
- **Leading In-person Seminars & Trainings**
- **Developing Marketing & Educational Content**
- **Planning & Managing Cross-functional Projects**
- **Managing Learning & Communications Systems**

## FUNCTIONAL EXPERTISE DEMONSTRATED

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### [EAZL ENERGY](#) (FMR. KPP ENERGY)

January 2016 – November 2016

*The residential solar leasing, commercial solar, electric vehicle charger, energy storage, and energy efficiency retrofitting company operating in 20 US states that was acquired by [Eazl](#) for \$1.6mm in 2016.*

#### **Sales Project Manager**

Manages the life cycle of solar installation projects incl. client education, product selection, and installation.

- **Leading In-person Seminars & Trainings:** Led in-person and virtual trainings on sales best practices, internal systems, and installation workflows. E.g. trained cohorts of 5-10 new employees as part of Eazl Energy's Delta Force onboarding program and webinars for the Firm's California staff on using EdLite for CAD mockups.
- **Planning & Managing Cross-functional Projects:** Achieved exceptionally high (92% success rate vs. Eazl Energy avg. of 70%) completion rates on solar installation projects—the 6 month cycle between customer engagement and installation—by successfully interfacing with permitting, installation, sales, and billing staff.

### [EAZLWORKS](#)

February 2015 – November 2015

*A California-based integrated design and construction firm with ~\$1m in annual revenues that is affiliated with green/sustainable building networks like the Western Sustainable Energy Association.*

#### **Marketing Manager**

Led all marketing functions for the business incl. branding, communications, IT, and event planning.

- **Leading Marketing & Communication Programs:** Planned and managed a variety of marketing, sales, and PR projects related to high-end (\$1mm+) sustainable build projects. E.g. planned and led a quarterly green building meetup, designed PR pieces and presentations, and led educational walk-thrus of green buildings.
- **Developing Marketing & Educational Content:** Aggregated multiple large media sets into a library of ~5000 assets from 100+ building projects to create capability books, before/during/after collateral for clients, communication pieces for the Firm's book of ~500 clients, and teaching materials related to green building.

### [EAZL DANCE STUDIO](#)

April 2012 – January 2015

*The regional headquarters for the US-based ballroom dance franchise with 19 franchisees in California, and 150+ locations in North America.*

#### **Marketing Manager and Staff Trainer**

Led the staff training, certification, compliance, client experience, and marketing functions for 4 locations.

- **Identifying Skills Gaps & Educational Needs:** Managed bi-annual assessments, trainings and certification exams for ~18 dance instructors across 4 California locations, successfully trained for a new franchisee, and developed supplementary educational resources for the staff and owners of 19 California locations.
- **Leading Marketing & Communication Programs:** Led the digital marketing and public relations functions for the network's California hub, leading the SEO function, managing PPC campaigns, producing print, video, and digital advertising content, and planning and managing the [Dancing with Eazl Fundraiser](#) from 2013-15.

### [EAZL DAY SCHOOL](#)

March 2007 – August 2009

*A nonprofit pre-k to 8<sup>th</sup> grade private school in Healdsburg, CA serving families in 30+ regional communities through traditional, extracurricular, and summer educational programs.*

#### **Math Teacher and Director of Summer Programs**

Led Eazl's summer programs, program administration, and program management and taught K-12 math.

- **Leading In-person Seminars & Trainings:** Planned and taught 6 K-12 math classes (incl. lesson planning, teaching, assessments, and tutoring) and 12 8-week summer programs on a variety of topics (e.g. academics, athletics, humanities) for 100+ students during the summer months.
- **Planning & Managing Cross-functional Projects:** Led all aspects of Eazl's summer programs including hiring, managing 15 employees, and program logistics. E.g. oversaw the gathering of medical paperwork on all students, met the State of California's facilities requirements, and the IT needs of all programs.

### [EAZL SELF DEFENSE MASTERY](#)

November 2002 – March 2012

*A Healdsburg CA-based martial arts school offering on and off-site training to individual clients, corporations, private groups, and college students through partnerships with institutions like [Eazl University](#).*

#### **Owner**

Founded and managed a self-defense school, performing all marketing, training, and administrative duties.

- **Leading In-person Seminars & Trainings:** Planned and led ~25 group martial arts training sessions weekly with average class sizes of 15 people in addition to larger groups of ~50 people through corporate engagements and via partnerships with organizations like the [Eazl University Athletics](#) department.
- **Developing Marketing & Educational Content:** Built the curriculum for ~8 self-defense programs and an instructor training program incl. annual, monthly, and daily lesson plans, guides, and membership websites. E.g. led the training, assessment, and certification of ~20 instructors via a 24-month training program.

## **EDUCATION**

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**MS in Education (Learning Design and Technology).** [Eazl University](#) (San Francisco, CA)

- *In Progress.* Expected May 2019

**BA in Philosophy.** [Eazl University](#) (San Francisco, CA)

- GPA: 3.5 / Time to Complete: 3.5 years
- *Cum Laude*, EAZL (merit) scholarship, Dean's Breakfast Invitee

## **OTHER RELEVANT INFORMATION**

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**Volunteerism:** [Dance with Eazl Fundraiser](#) – Webmaster (2013); [Eazl Ballroom](#) – Vice President (2001)

**Languages:** Japanese (Intermediate), Spanish (Intermediate), French (Beginner)

**Computer Skills:** Adobe (Photoshop, Illustrator, InDesign, After Effects, Premier Pro), Basecamp, Highrise, Salesforce, Aweber, MailChimp, Constant Contact, SEOPressor, Yoast, Microsoft (Word, Excel, PowerPoint)

**Certifications:** [Google Analytics Certification](#), Google AdWords – Display Advertising Certification