

## SUMMARY

Results-driven marketing professional with 13- years of expertise in strategic and creative campaign development, team leadership, and corporate public relations. Seeking a dynamic position to leverage my skills in marketing, branding, and communications to elevate corporate brands. Proven track record in developing, managing, and implementing successful campaign strategies and communication plans across both traditional media and emerging digital and social channels.

## CORE COMPETENCIES

Brand strategy development  
Creative art direction  
Team leadership  
Web design, development, and SEO  
Social media content development  
Talent discovery and management  
Photography/print/TV/radio production  
Event production  
Catalogue & direct mail publishing  
Email marketing  
Copywriting  
Public relations

## TECHNICAL PROFICIENCIES

Adobe Creative Suite  
Wix & Wordpress  
Shopify  
Mailchimp & Klaviyo  
Sprout Social, Muck Rack, Hootsuite  
Basecamp & Jira  
Google Analytics & SEO  
Photography & 3D Imaging  
Office 365 & Apple Programs

## COOLIBAR, INC. | MIAMI, FLORIDA

### Director of Marketing: May 2023 - Present

*Led a team of five to craft strategic messaging, execute multi-channel marketing campaigns, and direct e-commerce photography, boosting brand awareness and driving sales growth for Coolibar's apparel, hats, and accessories.*

- Managed the relocation of company headquarters from Minneapolis, MN, to Miami, FL. Transitioned from leading a 12-member Minneapolis marketing team to building and managing a new Miami-based team of five
- Directed the creative strategy, production, and execution of three direct mail catalogs for spring, summer, and fall collections, overseeing styling, photoshoot concepts, location scouting, model casting, vendor management, layout design, and print/mailling logistics.
- Managed a \$2 million marketing budget, optimizing spend to achieve maximum ROI across all initiatives.
- Spearheaded the creative direction for 15 video ads targeting specific user groups, supporting online video advertising for new collections
- Led the creation of multi-platform campaign materials for 100+ annual digital e-commerce promotions, aligning with seasonal themes and holidays. Collaborated closely with e-commerce, wholesale, and supply chain teams to ensure cohesive brand representation and successful product launches.
- Produced 50+ e-commerce photoshoots, supporting 2,500+ new SKUs for e-commerce and Amazon platforms, and played a key role in evolving the studio photography style to appeal to a younger audience
- Executed 20+ in-person events, including product launches and trade shows, tailored to specific user groups and new collections including Securing placement at New York Fashion Week Fall '24, planning and styling 30 looks, coordinating 30 models, and liaising with press and production teams for national exposure of the Coolibar x Mott50 collaboration to an audience of 800+ attendees and livestream viewers
- Managed public relations, crisis communications, philanthropic initiatives, and dermatologist partnerships.

## ANDERSON COMPANIES | ST. LOUIS PARK, MINNESOTA

### Director of Business Development & Marketing: September 2021 - April 2023

*Sole marketing lead, responsible for the development of marketing and new Business Development efforts in support of Anderson Companies' overall strategic plan and financial expectations.*

- Led the creation of proposals, managed key relationships, and secured critical customers and influencers to drive strategic business growth and successfully negotiate new ventures
- Identified and capitalized on new business opportunities, expanding the company's presence through a robust network of influencers and associations. Developed and executed business development strategies, including setting sales goals, lead generation, hit ratios, profitability, and client retention
- Owned and managed all marketing collateral, serving as the lead writer and graphic designer for online content, proposals, and various marketing materials
- Designed and maintained a market-leading website and content strategy, overseeing social media accounts, e-blasts, and customer engagement initiatives
- Directed public relations efforts, media communications, and organized key company events, such as the Annual Charity Golf Event
- Expanded and activated the Crisis Management and Succession Plan, serving as an advisor and spokesperson during a major crisis, specifically managing communications related to the passing of the Company President

## HILLCREST DEVELOPMENT | MINNEAPOLIS, MINNESOTA

### Director of Marketing: May 2020 - September 2023

*Sole marketing lead, responsible for the strategic development and creative implementation of integrated, multimedia marketing for Hillcrest Development brand portfolio of properties*

- Developed strategic marketing and communications programs for Hillcrest brand and portfolio of properties with strong principles of segmentation, industry understanding and measurement, including multimedia strategies that communicate the voice of the brands in the market
- Designed and developed custom branded websites (7) for premier properties in portfolio, optimized for SEO and mobile UX, as well as designed and launched rebranded hillcrestdevelopment.com website
- Created content marketing and campaign strategies across communication channels including social media channels, public relations outreach, events and speaking engagements. interactive email campaigns, brochures, fliers, direct mail, case studies, paid advertising and tenant signage
- Maintained paid media on listing sites, CoStar, LoopNet, MNCAR (Catylist) to ensure all promotional media, floor plans and vacancies were constantly updated and optimized for SEO

## EDUCATION

### ST. CATHERINE UNIVERSITY

BA: English | Writing  
Women's Studies

### MIAMI AD SCHOOL

Graduate Coursework  
Copy Writing & Graphic Design

## FREELANCE & VOLUNTEER

### MN COMMERCIAL REAL ESTATE WOMEN (MNCREW)

Member & Committee Chair

### LONGFELLOW COMMUNITY COUNCIL

Member & Graphic Designer

### LYNETTE FOR SLP

Graphic Design &  
Web Development

### NICHOLE FOR BROOKLYN PARK

Graphic Design &  
Web Development

### MIKEL FREEMAN FOUNDATION & ONE VILLAGE PARTNERS

Board Member & Graphic Designer

### FINANCE & COMMERCE

Special Events Script Writer

### BRIGHTER DAYS GRIEF CENTER

Grief Counselor  
Fundraising & Marketing

### FASHION WEEK MN & NYC

Producer, Designer &  
Ambassador/Influencer  
Fundraising & Marketing

## LANGUAGES

### SPANISH

Intermediate Proficiency

## COLLIERS INTERNATIONAL | MINNETONKA, MINNESOTA

**Director of Marketing & Communications: October 2019 - April 2020**  
**PR and Content Manager: August 2017 - October 2019**

*Led a team of four in the strategic development, creative execution, timeline and budget management of multi-channel marketing campaigns and new business RFPs aimed at advancing leasing and investment sales for Colliers' brokerage department*

- Developed strategic marketing initiatives for high profile office, retail and industrial properties, which included branding and copy writing, print material and website development, social media content, public relations, award nominations, event planning and budget management
- Secured high-profile new business wins, through the creation and presentation of RFP materials which included unique digital & website presentations, video and print responses
- Planned and executed all internal and external company events, meetings and presentations, as well as developed weekly internal newsletters synergizing transactional wins and company culture
- Rebranded the social & digital media and paid advertising program for Colliers MN brand that drove 20% engagement increase on Twitter and LinkedIn. Also launched, managed and created content for the @ColliersMSP Instagram account resulting in over 2,000+ followers in year one
- Increased earned media mentions by 26% year-over-year through cultivating trusted relationships with media contacts and rapidly developing deep subject matter expertise through authoring research papers, blog posts, thought leadership articles and press releases, frequently published in local and national publications and blogs

## LATINWORKS (NOW THIRD EAR) | AUSTIN, TEXAS

**Account Supervisor: July 2015 - August 2017**  
**Senior Account Executive: September 2014 - July 2015**  
**Account Executive: March 2013 - September 2014**

*Client services agency lead for brands: Post Consumer Brands, Target, Starbucks, Jack Daniels and PepsiCo | Mountain Dew. Responsible for cultivating client relationships, planning and executing multimedia, multi-million dollar, Spanish and bilingual content marketing strategies.*

- Drove 20% increase in earned impressions in the first six months of social media strategy execution for Post Consumer Brands, Honey Bunches of Oats. Managed celebrity sports partnerships, sweepstakes and original content production on bilingual media channels
- Developed successful Hispanic marketing plans for PepsiCo. brands based on strategic insight garnered through focus groups, ethnographic research, CRM data and link testing
- Responsible for growing the agency's PepsiCo. portfolio by 50% through winning Starbucks as a new client through PepsiCo. relationship. Subsequently managed, organized and executed regional Hispanic event marketing and influencer programs, and launched Frappuccino in targeted Latin American countries
- Implemented integrated, experiential advertising campaigns and multi-channel media plans for the Mountain Dew Hispanic target in under-performing markets. The three-year campaign resulted in 25% overall business growth year one in Houston, followed by 11% growth in subsequent markets
- Managed the launch of Jack Daniels' first-ever Hispanic marketing campaign targeting multicultural consumers through experiential on/off premise events and event sponsorship, social media and influencer marketing, as well as print and digital campaign implementation
- Ran the agency internship program, managed 10 interns, while supervising four direct reports, on up to four accounts and was also an integral member of the new business and internal culture teams

## ALMA DDB | MIAMI, FLORIDA

**Account Executive: January 2012 - August 2012**  
**Intern Account Coordinator: September 2011 - December 2011**

*Managed print, digital, out of home, TV & Radio campaigns for Cricket Wireless & McDonalds Hispanic market. Managed Florida tourism account, VISIT FLORIDA in over fifteen cities throughout Florida implementing multimedia brand and co-op marketing initiatives to drive visitation.*