

SUMMARY

Proven marketing professional with a demonstrated history of award-winning transformational outcomes through innovative strategies. Extensive experience in integrated marketing campaigns, communications strategies, brand awareness, website content management, public relations, and social media engagement. Demonstrated record of enhancing engagement and cultivating strong relationships with both internal and external constituencies. Skilled in successful project management, fiscal oversight, team management, strategic planning, and business development. Defines mission and goals, aligns stakeholders, and resources, and delivers exceptional results.

AREAS OF STRENGTH

- Innovative and creative • Promotes a culture of diversity, respect, and accountability • Calm under pressure
- Motivates and empowers others • Results-oriented with positive outlook • Critical and strategic thinker
- Exceptional oral, written, and presentation skills • Personable and approachable • Keen attention to detail

WORK EXPERIENCE

INGLIS • Philadelphia, PA • 2012 – Present

DIRECTOR OF MARKETING COMMUNICATIONS

- Responsible for all marketing endeavors as well as internal and external communications for 145-year-old non-profit organization serving people with significant physical disabilities
- Partnered with VP of Strategic Initiatives and CEO to develop and write organization-wide strategic plan
- Restructured and expanded the Marketing Communications Department from primarily providing fundraising support to serving as an integral, enterprise-wide strategic partner
- Successfully developed and implemented new strategic branding and messaging platforms; reimagined organizational newsletter, website, and social media – increasing awareness, decreasing pre-conceived notions and perceptions of people with disabilities, and subsequently resulting in enhanced philanthropy
- Conceived half-million-dollar awareness campaign with NBC-10; presented and received approval from Executive Team and Board of Directors for future production
- Quickly pivoted to create and implement strategic COVID-19 communications plan for transparency in order to inform, educate, and engage key audiences about the impact of the pandemic; worked with senior leadership to operationalize and improve vaccination logistics for staff and residents
- Developed a variety of solutions for COVID communications, including a private employee portal on the corporate website designed to keep staff updated; a special information section of the public website; and a daily hotline for families, generating nearly 8,000 calls to date

MARKETING CONSULTANT • Philadelphia, PA • 2010 – 2012

FREELANCE STRATEGIC MARKETING & VIDEO COMMUNICATIONS CONSULTANT

- Partnered with corporate clients in healthcare, government, and non-profit sectors supporting marketing communications, including producing TV commercials, corporate videos, and public relations projects

MONTEFIORE MEDICAL CENTER • New York, NY • 2001 – 2010

SENIOR PRODUCER, DIGITAL MEDIA (2008-2010); EXECUTIVE PRODUCER, VIDEO (2005-2008)

CORPORATE PROMOTIONS MANAGER & PRODUCER (2003-2005); BRAND MANAGER (2001-2003)

- Promoted three times in 10 years at a \$3.1 billion academic medical center into roles of increasing responsibility focused on marketing, branding, and promotions
- Created wide-ranging video and digital media content including developing \$1.5 million TV advertising and editorial campaign; worked with CEO, COO, and VP of Marketing to implement the campaign
- Produced a total of 4 broadcast commercials, 45 editorial spots on NBC-4NY, and 15 fundraising, issues-oriented, and corporate videos
- Implemented strategic and integrated marketing communications campaigns for the Radiation Oncology and Oncology Departments resulting in increased awareness, engagement, and patient visits
- Developed and produced nationally syndicated, award-winning *Keeping Kids Healthy* television show from initial concept to broadcast on PBS (Emmy, Telly, and Parents' Choice Awards)
- Conceptualized, created, and maintained numerous strategic partnerships as Corporate Promotions Manager among healthcare organizations, local sponsors, and national corporations to achieve mutually beneficial objectives
- As Brand Manager, created strategic marketing plan for new, state-of-the-art children's hospital; developed multi-award-winning children's hospital and corporate websites and produced award-winning brand awareness print campaign as well

ARDEN THEATRE COMPANY • Philadelphia, PA • 2000 – 2001

DIRECTOR OF MARKETING & PUBLIC RELATIONS

- Enhanced theater event promotions and press coverage by 25%, generating 57 million impressions (equaling more than \$9 million in media exposure) and increasing ticket revenues by 17%

MARKETING CONSULTANT • Philadelphia, PA • 1999 – 2000

FREELANCE MARKETING & PUBLIC RELATIONS CONSULTANT (DURING COMPLETION OF GRADUATE SCHOOL)

- Marketed and promoted a broad range of clients securing 17 million impressions (equaling \$5.4 million in advertising value) and improving awareness and increasing exposure

PRINCE MUSIC THEATER • Philadelphia, PA • 1996 – 1999

DIRECTOR OF MARKETING & PUBLIC RELATIONS

- Successfully led marketing and public relations efforts including renaming and rebranding of non-profit theatrical producing organization specializing in music theater.
- Initiated integrated marketing campaigns for 40 professional theater productions increasing subscriber base by 400%, generating more than \$37 million in media exposure ad value, and increasing revenues by a factor of five

EDUCATION

Executive Master of Business Administration (MBA)

DREXEL UNIVERSITY | LeBow College of Business | Philadelphia, PA

Bachelor of Science (BS), Mass Communications & Public Relations

BOSTON UNIVERSITY | College of Communications | Boston, MA