

PERSONAL SUMMARY

With a versatile background spanning safety training program oversight, marketing strategy development, and internal communications management, I possess a unique skill set for driving organizational success. I excel in designing and implementing comprehensive safety and emergency management initiatives, fostering behavioral changes, and enhancing employee knowledge across diverse sectors. Leveraging my creativity, I adeptly craft visually compelling marketing materials and communications strategies, contributing to brand enhancement and business growth. Through collaboration with stakeholders at all levels, I develop tailored educational programs and promotional campaigns, effectively engaging both internal and external audiences to achieve strategic objectives.

EXPERTISE - 20+ YEARS

Public Relations	Program Development	Instructional Design	Crisis Communications
Ambassador/SME	Event Planning	Curriculum Development	Investigations
Brand Ambassador	Event Coordination	eLearning Development	Audits/Inspections
Strategic Communications	Continuous Improvement	Gamification	Emergency Planning
Change Management	Process Improvement	Training Management	Response/Recovery
Marketing/Comm.	Evaluations/Surveys	Writing/Editing/Design	Safety and Compliance
Community Outreach	Project Management	Technical Writing	Safety Training/Facilitation

WORK HISTORY

The University of Texas MD Anderson Cancer Center – Houston, TX

Department: Facilities Management Business Services (FMBS)

Instructional Designer (FTE/Remote) – Jan/2016 to present

[Oversee the FM Mandatory Safety Training program, including designing, creating, and assessing numerous training programs while supporting continuous improvement projects within the FM Division.](#)

Hats Worn: Project Manager, Program Developer, Organizational Development Advisor, eLearning Developer, LMS Administrator, Facilitator, Graphic Designer, Writer/Editor, Technical Writer, Supervisor, Safety/Process Improvement Advisor

Responsibilities

- Oversee the complete lifecycle of multiple FM training projects from initiation to closure. Projects include constructing eLearning courses, designing training deliverables, and developing and implementing improvement projects. Key responsibilities include engaging with stakeholders, defining scope, establishing a time management framework with stringent deadlines, task delegation, negotiating vendor agreements, adapting to shifting priorities, adhering to budgetary constraints, maintaining project documentation, and conducting post-completion evaluations.
- Manage a team of two individuals. Oversee their day-to-day activities, facilitate meetings, and ensure project completions/deadlines are met in a demanding environment. Provide mentorship and coaching to team members to enhance their professional development. Additionally, handle project management responsibilities for the team's projects, ensuring successful execution and delivery.
- Oversee troubleshooting for the FM SharePoint Portal and 'Education Center' LMS, handling technical inquiries across the FM Division.
- Trusted advisor to senior leaders informing them of industry trends, compliance updates, and regulatory guidelines.
- Draft messaging for senior executives, FM employee programs, training deliverables, eLearning modules, PowerPoint presentations, study guides, SOPs, and instruction manuals.
- Identify training gaps, performance issues, and safety concerns, collaborating with department SMEs to develop tailored solutions.
- Coordinate focus groups to discuss engagement, morale, and productivity among FM employees and leaders, utilizing data for leadership training sessions and fostering collaboration through weekly meetings between Instructional Designers and clients.

Accomplishments

- Directed a 19-member committee in pioneering the development and execution of comprehensive organizational wellness initiatives and incentives. Conducted employee assessments through a wellness survey to pinpoint priority improvement areas, catalyzing the launch and effective management of a month-long wellness challenge that involved 120 employees. Secured \$4,000 in grant funding from the Institutional BeWell group. Collaborated closely with Institutional BeWell subject matter experts to actively advocate for and educate employees about the challenge.
- Designed and completed 100+ robust "How To" programs on Institutional operations, covering diverse areas such as the pneumatic tube system, an agile elevator system, fire alarm responses, trash dock procedures, flood gates, and more. Additionally, crafted over 200+ eLearning courses via Storyline, focused on facilities management and safety-related topics, which increased employee awareness and job performance.
- Reduced monthly average of Environmental Services-related safety incidents by 30% by developing/writing easier-to-understand work instructions as well as making them more accessible to employees. Worked with senior staff and front-line employees to improve AIDET and patient satisfaction scores, as well as improve housekeeping cleaning times in a deadline-driven environment.
- After identifying unsafe work conditions during an Ebola training drill; initiated an 'infrastructure improvement request' to build out a triage/anteroom for emergency-room walk-ins with potentially infectious diseases.

- Chaired a safety committee and spearheaded the development of a standardized badging process to oversee contingent worker management across MD Anderson properties. This partnership was in response to construction workers accessing MDA buildings they weren't assigned to and causing millions in damage and safety violations. Previously, this process involved multiple disjointed departments with no communication and lacked HR or UT-Police vetting. With the new system, oversight was streamlined to a two-person team, vetting via PeopleSoft, automated risk assessments by HR and UT-Police, and mandatory training for contract workers. This program's success led to the establishment of a dedicated department, with expanded staff managing operations.
- Reduced stress levels among Ride-out employees by establishing after-action focus groups after unplanned emergencies. Focus groups helped adopt best practices and generate discussions about the effectiveness of previous disaster response efforts.
- Developed 30+ process and procedural documents, allowing a fundamental hospital department to perform its tasks in a consistent, repeatable manner. A 46% increase in patient satisfaction was met in three months.
- Produced (recorded, edited, and published) 95 "How To" training videos involving computer applications/software processes: SharePoint, Mainsaver, Archibus, Maximo, Unifier, etc., using Camtasia and Snagit Editor.
- Identified the need for high security-clearance-level badges for employees working with radiation seeds in lab areas. Designed secure-safe LearnCenter for files, reports, eLearning courses, and program information. Drafted Chemical, Biological, Radiological, and Nuclear Defense (CBRN) response plan and policy.
 - Possess and maintain confidential security clearance via MDA HR and Radiation Oncology Department.
- Instructed leadership enhancement classes to help colleagues improve their people skills and workplace success: [Meeting Facilitation](#) | [Collaboration 101](#) | [Business Productivity](#) | [Change Management](#) | [Operating in Trust](#) | [Data-Driven Decision Making](#) | [Lean Concepts for Healthcare Processes](#) | [Time Management](#)
- During a period of open positions and layoffs, supported the Space Management team by:
 - Conducting audits/physical security checks to verify the current conditions of rooms and buildings within the Institution.
 - Implementing new safety policies and codes per building
 - Developing space reorganization naming conventions; and ensuring legislation compliance
 - Executing walk-throughs and verifications of 6 on-site buildings for a federal regulatory visit

The University of Texas MD Anderson Cancer Center – Houston, TX

Department: Environmental, Health, Safety, Sustainability and Emergency Management

Training Manager, Safety (FTE) – Jun/2014 to Dec/2015

[Recruited to design safety and emergency management initiatives to expand knowledge and skill sets and foster behavioral changes among institutional employees through on-site and online safety courses.](#)

Hats Worn: Facilitator, Writer/Editor, Technical Writer, eLearning Developer, Instructional Designer, Videographer, Project Manager, Safety Process Improvement Advisor, Inspector/Investigator

Responsibilities

- Formulated comprehensive training and curriculum strategies while also gathering and analyzing data concerning staff expertise and capabilities. Maintained meticulous records of all staff training activities and executed evaluations to identify training needs.
- Guaranteed that training programs met the standards set by local, state, and federal safety regulations. Demonstrated proficiency in aligning with UT, Joint Commission, and CMS standards, alongside EPA/DOT regulations and GHS/NFPA ratings and classifications. Provided recommendations to senior management regarding corrective actions if content failed to meet regulatory requirements.
- Designed all training-related deliverables including an institution-wide Emergency Preparedness Flip Chart for patients and seasonal hurricane information for departments.
- Designed [custom eLearning courses](#) and presentations tailored to clients' needs using adult learning methodologies, reality-based scenarios, interactions, and simulations. Created storyboards for all eLearning which reduced course development hours by 33%.
- Wrote content for emergency plans and mitigation procedures, compliance documents, and business continuity policies, and developed strategic planning for the MDA Institutional Food Safety team, and FM Disaster Response programs.
- Served as Essential Personnel and provided crisis communications support when needed.
 - Participated in the planning of institutional crisis management policies, programs, and processes.
- Coordinated with local emergency responders and government agencies to conduct scheduled drills as well as surprise emergency drills. Through role-playing, identified building security issues. Worked with the UT Police Department to conduct physical security audits to help develop and implement new security measures.

Accomplishments

- Recognized and appointed as Team Lead
 - Managed project timelines, deadlines, project communication, and delegation of tasks.
 - In preparation for potential advancement, [I was] recommended to take these [linked] [management classes](#).
 - Trained staff on equipment/technology, communication skills, the development of soft skills, and patient-facing customer service using AIDET.
- Managed 10 vendor agreements for external safety training programs, encompassing various subjects like Cause Mapping, Risk Assessments, Blueprints, OSHA 10, Hot-Work Permit, Fire Watch Training, Aerial Lift, Fall Protection, and CPR. Monitored employee engagement and certifications, as well as training expenditures, and furnished routine budgetary updates to leadership.
- Served as SME and represented the department at safety exhibits, conferences, and orientations held across campus.

- Suggested that Facilities employees undergo OSHA 10-Hour courses to guarantee adherence to workplace safety standards, despite the institution's oversight by the Joint Commission. Ultimately, 2200 employees obtained certification in both the General and Construction industries.
- Used technical writing skills to develop 23 new safety policies for internal stakeholders.
- Coordinated and facilitated a tabletop exercise workshop for Anderson Ride-out and Recovery Team members, which helped increase recovery time efforts by 13% during a major, unplanned weather emergency.
- Created an electronic version of the essential personnel ride-out forms to streamline processes and reduce waste. Conducted a test pilot with EHS and HR staff in 2015, and the project was implemented in 2016.
- Supported inspectors and investigators with:
 - Completing audits, inspections, and ZIP rounds.
 - Monitoring and investigating safety violations, compliance concerns, accidents, near-miss incidents, and occupational injuries.
 - Writing detailed after-action reports for leadership and updated departmental stakeholders at quarterly town hall meetings.

Cancer Patient Education Network (CPEN) – Charlottesville, VA

Graphic Designer (Freelance) – Jun/2012 to Dec/2015

[Leveraged typography, color, images, shapes, and photography to create marketing and conference materials.](#)

- Recommended graphic design options based on the organization's overall goals.
- Lead design, development, and implementation of marketing and conference deliverables (logos, brochures, newsletters, infographics, presentations, and advertisements), and guaranteed that those materials exceeded client's expectations, all while helping clients cut their costs by 23%.
- Managed up to five projects at a given time while under pressure to meet weekly full-time position deadlines.

The University of Texas MD Anderson Cancer Center – Houston, TX

Department: Public Affairs, Patient Education

Project Manager, Creative (FTE) – Jan/2012 to Jun/2014

[Partnered with healthcare professionals at different levels to create and assess extensive educational programming and materials tailored for patients, staff, and the public.](#)

Hats Worn: Project Manager, Program Developer, Supervisor, Writer/Editor, Technical Writer, Photographer, Videographer, Facilitator, eLearning Developer, Social Media Manager, Digital Content Expert, Events Coordinator

Responsibilities

- Directed, strategized, and oversaw the creative conception, production, and execution of significant editorial, educational, and promotional initiatives within a diverse working environment.
 - Projects included print and digital materials, scripts, storyboards, presentations, institutional communications, Patient Portal instruction manuals, and promotional content for patients and the general lay public.
- Scoped projects to determine resource needs, conducted budget analyses for resource allocation, set deadlines, defined project deliverables and schedules, and selected appropriate media formats for each project.
- Launched evaluation tools to measure the impact and effectiveness of educational programs and services.
- Supervised content management and graphic development of PE Intranet and external websites.
- Organized, designed, and proofread production-ready artwork for brochures, fliers, manuals, PE Online documents, and packaging; approved proofs and traveled to a UT printing vendor for press checks.
- Regulated and enforced institutional branding, graphic standards, and editorial style guidelines.
- Managed the development and production of online publications, as well as online patient education resources.
- Trained staff on new computer software, videography, and business processes; and facilitated patient education classes to orient and educate new patients about institutional programs, services, and resources.

Accomplishments

- Merit Award Winner, National Health Information Awards, *Radiation Treatment for Cancers of the Blood and Lymph*
 - Awarded for design, organization of book presentation, and adhering to health literacy.
 - Presented: [Convincing Physicians to Adhere to Health Literacy](#), at CPEN International Conference based on the above book.
- *Reaching Out with Patient Education – Formal versus Informal Teachable Moments*
 - Presented abstract/paper at the AACE International Conference.
 - Designed and presented poster.
 - Awarded 2nd Place, MDA Education Week Poster Competition (later).
 - Awarded 3rd Place, AACE International Conference Poster Competition.
- Managed a team of five individuals responsible for Patient Education social media on Facebook and Twitter. Established job roles, and objectives, and conducted performance assessments, while ensuring task management using the project management tool, 5pm. Achieved a 72% increase in our fan base within six months by implementing innovative monthly editorial strategies. Developed monthly cover photos and advertisements, monitored data analytics, and sustained fan engagement and interactions.
- Created a web magazine accessible through QR codes to convert the intranet into a powerful reading platform for Patient Education materials. Assessed the utilization and distribution of inventory using database system management software.

- Saved Regional Care Centers (now called HALs) \$32,000 in video project fees by developing four online eLearning modules.
- Executed innovative exhibition programming collaborating with the National Library of Medicine to host traveling art exhibits and lectures for patients. These exhibits featured brief historical talks, lunchtime learning sessions, collections of artwork and artifacts, and a monthly gallery representing different topics. Additionally, disseminated information to the media regarding various programs.
- Appointed to Patient Satisfactory Committee (now Patient Experience). Spearheaded the creation and deployment of "patient pagers" and an "amenities card" aimed at reducing wait times and promoting utilization of MD Anderson resources during delays. Bridged the gap between customer expectations and operational decisions.
- Appointed to Patient Safety Committee after identifying the necessity for "Hand Hygiene" and "Call, Don't Fall" fliers across patient floors, prompted by accident percentages in the Safety Intelligence Report.
- Designed desktop graphic icon to increase awareness of online patient education materials in patient computer labs.
- Led product launch of 52 new patient education promotional multimedia products for patients and their families.
- Developed newsletter "Monthly Dose" to advertise new Patient Education programs.
- Designed first-ever institutional pelvic exenteration eLearning module for patients of gynecology.
- Appointed as Institutional Ambassador and Tour Guide (current):
 - Represent MD Anderson at major donor and community events providing helpful cancer prevention-related information.
- Appointed as BeWell Ambassador (current):
 - Liaise between department/HR; conduct monthly seminars on health and wellness and MD Anderson HR-related programs.

Hewlett Packard – Houston, TX

Global Marketing Consultant (FTE/Temporary Contract) – Nov/2011 to Jan/2012

[Managed global product marketing projects from inception through end-of-life and launched rollouts in North America, India, and China.](#)

- Collaborated with global product and engineering experts to support the development and implementation of product strategies, collateral needs, budgeting, and technical and creative product messaging for HP technology.
- Designed print, Web, and broadcast product-launch materials to educate international regions and customers.
- Worked with various teams including marketing, engineering, manufacturing and business, legal, and overseas operations to coordinate product launches, which included planning, scheduling, and execution. Provided ongoing support post-launch.
- Streamlined product development processes to enhance efficiency and effectiveness. Implemented and maintained product management tools and systems.
- Helped conduct market research to help with product development and positioning. Tracked product metrics to ensure goals and OKRs were met. Facilitated communication and collaboration across departments.
- Analyzed product performance metrics and provided insights for continuous improvement. Monitored and reported on product usage, customer feedback, and market trends.
- Prepared and provided regular updates about program progress, issues, and risks to stakeholders.
- Supported product experts at appearances, tradeshow, speaking engagements, sales presentations, and other media-related opportunities to promote products to internal and external audiences.

Exterran Energy Solutions, LLC – Houston, TX

Communications and Programs Consultant (FTE/Contract) – May/2011 to Oct/2011

[Began contracting for Human Resources to execute and implement strategic internal change management campaigns to help educate global employees to understand and embrace Exterran's changing mission, values, and corporate strategy. However, ended up being utilized by Safety and Security to develop and implement programs designed to reduce and/or eliminate occupational injuries, illnesses, deaths, legal woes, and financial losses during economic crises.](#)

- Participated in driving change management initiatives, contributing to organizational growth and success.
 - Worked with HR Total Rewards and Engagement Team to help increase morale and recognize 10,000+ employees through global recognition programs: STARS, Industry Experts, Exterran Elite, and eComp—all programs I created and implemented.
 - Conducted focus groups in six field office locations in North America to research employee intranet-user experience and help with the redesign efforts of employee intranet: MyExterran (SharePoint).
 - Managed social media properties including Facebook, LinkedIn, and Twitter.
 - Designed company newsletters and fliers; graphics and layout templates for technology-related materials; company portal and emails; and presentations for executive leadership.
 - Wrote internal messaging for policies and procedures, stories, articles, presentations, and social media.
 - Served in multiple key roles contributing to impactful corporate videos, including the newly created Exterran Emergency Response Team Training video showcased on the Exterran Employee Network Communications Channel.
 - Liaised with executives to comprehend their vision and objectives and translate concepts into compelling video narratives, aligning creative outputs with strategic goals.
- Enhanced the organization's new safety culture by designing and implementing effective safety programs.
 - Reduced global accident/incident rates by 30% by producing safety prevention videos depicting 'loss of limb and life'. Promoted videos through Intranet, eBlasts, company news channel, and Town Hall meetings.
 - Served on the Response Team and wrote the 2011/2012 Houston Area Emergency Plan for three local Exterran locations.

- Visited U.S field locations with HSES to conduct security risk and vulnerability assessments and safety inspections.
 - Audited: departments, buildings, people, and processes.
 - Recognized and rewarded employees for being compliant, increasing productivity by 23% in three weeks.
 - Investigated accidents; determined cause and any potential future threats to life and property.
 - Implemented Zero Tolerance Safety Program for local Exterran locations.
- Facilitated safety meetings and implemented new practices and procedures to warrant safety compliance.
- Wrote procedures used in response to natural disasters, terrorism, and other emergencies; and developed business continuity/recovery and mitigation plans from those events.
- Coordinated large-scale practice drills and training exercises with safety employees.
- Assisted with emergency management activities in the EOC as required by the Incident Commander.
- Monitored developing situations and advised leadership on the implementation of emergency protocols.
- Worked with local agencies to write and manage the Emergency Response Program for the Youngstown, Ohio plant opening.
- Reviewed and triaged community complaints related to Exterran plant operations and risk/liability potential.

I-10 West Chamber of Commerce – Houston, TX

Graphic Designer (Freelance) – Mar/2011 to Oct/2011

[Designed promotional materials to attract new businesses.](#)

- Designed [brochures, logo designs, packaging, membership directories, online designs, marketing presentations, meetings and product launches, and other projects] from start to final production.
- Sold advertisements to surrounding-area companies as well as designed ads for placement in directories.

[Relocated to Houston from Dallas]

Everest College – Dallas, TX

Internal Auditor (PT/Contract) – Feb/2011 to Apr/2011

[Performed \(internal\) financial and risk management audits to ensure the validity and legality of financial records and improve upon the efficiency and effectiveness of operations.](#)

- Provided independent, unbiased, objective assessment of the college's operations.
- Obtained, analyzed, and evaluated company documentation, reports, data, flowcharts, etc.
- Examined money going in and out of the organization and made sure it was processed correctly.
- Recommended risk aversion and cost savings measures to managerial staff.
- Identified if and where processes weren't working and advised on changes to be made.
- Ensured policies, legislation, and regulations were being followed and complied with.

Ingersoll Rand - Trane – Carrollton, TX

Training & Marketing Consultant (FTE/Contract) – May/2010 to Feb/2011

[Recruited to develop and implement marketing strategy, and prepare, execute, and evaluate employee educational programs.](#)

- Managed regional office marketing and educational operations budget of \$500,000.
- Planned and managed 20 corporate events (business dinners, award ceremonies, tradeshow, company kick-offs, charity events, and golf tournaments).
- Negotiated space contracts and booked event space with various vendors; arranged for catering and rental AV equipment; designed seating/room/booth layouts; ensured appropriate décor matched specific events; made travel arrangements for guests and coordinated staffing/volunteering efforts.
- Registered and represented the regional office at major tradeshow and conferences as a Subject Matter Expert.
- Maintained relationships with vendors, local media, and community leaders through social networking.
- Provided staff training; project management; and strategic planning for future marketing/educational efforts.
- Delivered educational/safety training classes to meet organizational goals and individual professional needs.
 - Collaborated with department SMEs to develop curriculum for classroom, virtual, and online settings.
 - Ensured safety and process training courses complied with local, state, and federal laws.
 - Proctored written and online assessments meeting industry standards with scores averaging 87%.
 - Designed eLearning modules, study guides, and instruction manuals.
 - Contributed to a 90% on-time launch efficiency by developing detailed project plans and adhering to deadlines.
- Developed and performed complex theory-based needs assessments for educational course development.
 - Evaluated training requirements, consulting with departmental managers and external training vendors.
 - Implemented performance metric evaluation tool to measure program effectiveness.
 - Recommended necessary revisions and updates of procedures.
- Reduced employee turnover by 18% through the creation of a standardized training program for new hire onboarding and expanding interview practices to include realistic job previews.
- Built and enhanced labs and classrooms to meet current technological standards, all while adhering to budget.

- Suggested and implemented Safety Zone boards in various workstations, providing helpful information regarding safety updates, procedures, recalls, How-to's, etc.
- Implemented safety awareness communications between management and staff, resulting in increased hazard awareness and fewer on-the-job accidents.

Hertz NeverLost (Navigation Solutions) – Plano, TX

Communications Consultant (PT/Contract) – Oct/2009 to Dec/2010

[Developed and implemented innovative and effective marketing campaigns to support Navigation Solutions' GPS systems \(NeverLost\) in a competitive B2B marketplace \(Hertz\).](#)

- Managed the company's public image via strategic planning, social media, public relations, and community engagement.
- Designed all marketing and promotional deliverables: fact sheets, presentations, packaging, and signage. Utilized large-format printing for billboards and trade shows.
- Developed and implemented publicity plans. Served as SME and promoted the company through advertising (TV/print/Internet), community involvement, tradeshow, and volunteer efforts.
- Maintained relationships with key community groups: chambers of commerce, professional business groups, private foundations, and other interested parties.
- Developed and implemented social media marketing campaigns for multiple NeverLost GPS products, effectively driving brand awareness, engagement, and traffic to social media pages.
 - Increased company sales by 14% in six months by employing effective social media strategies.
 - Launched a loyalty program for Hertz's most valued travel users on Facebook.
 - Increased social media engagement and client activity by 75% within the first 60 days of employment.
 - Conducted market research to identify industry trends and commercial opportunities to support Navigation Solutions and bring new ideas and implement new applications.
 - Trained team of three to assist with social media marketing initiatives.

Odyssey Healthcare – Dallas, TX

HR Employee Communications Consultant (FTE/Contract) – Mar/2009 to Oct/2009

[Helped plan, develop, and execute internal communications and recognition programs for employees, which incorporated the company's mission and values.](#)

- Stayed abreast of company and employee challenges while fostering connections with senior leadership and engagement teams.
- Collaborated with the marketing team to ensure relevant content was evenly distributed to media, customers, potential employees, and corporate advertising.
- Initiated effective internal and departmental email campaigns and created a monthly newsletter.
- Wrote speeches and content for video presentations for CEO to circulation of 8000+ employees.
- Implemented performance management tools and documentation for coaching and disciplinary action.
- Established quantifiable objectives for teams to accomplish within 30-60-90 days; conducted benchmark meetings involving clients, managers, and directors.

Stein Mart – Dallas, TX

Loss Prevention Assistant (PT) – Jan/2009 to Dec/2009

[Assisted the Director of Loss Prevention to monitor loss, suspicious activity, and incidents.](#)

- Assisted in the completion of inventory and audits.
- Assisted the Director with investigations.
- Helped store associates understand Loss Prevention.
- Used CCTV to monitor potential shoplifting.
- Conducted in-store, on-the-floor surveillance to detect loss in distribution.
- Periodically worked in plain clothes to mingle with shoppers and prevent theft.
- Monitored hot-spot areas where security coverage was limited.
- Contacted law enforcement officials to report shoplifters.
- Assisted the Director in gathering and preparing needed documentation to support charges.
- Inspected buildings and entry points to assess security risks; documented the implementation of security measures.

CoServ Electric and Gas – Corinth, TX

Public Information Officer (FTE/Contract) – Sep/2008 to Mar/2009

[Managed and developed external communications related to the image and reputation of CoServ, the second-largest electric cooperative in Texas, and its affiliated companies.](#)

- Managed public/government relations efforts; and liaised with city/community officials to communicate emergency incidents regarding electricity/gas outages.

- Served as spokesperson and represented CoServ at business meetings, civic organizations, and community functions when requested. Communicated relevant information when needed.
- Created various marketing deliverables including company newsletters, executive presentations, website content, brochures, pamphlets, billing inserts, annual reports, and video/advertising projects.
- Responsible for blog moderation, website content, social media presence, press releases, direct mail strategy, adhering to brand standards, grant reviews, and email campaigns and surveys.
- Produced and placed advertising through radio, television, newspapers, billboards, and other trade media.
- Successfully pitched stories to local, national, trade, and community media.
- Established standards for written and email correspondence for CoServ Electric and CoServ Gas.
- Planned 3-hour annual meeting with attendance numbers of 1500 people.
- Developed crisis management plan regarding North Texas storm outages.
- Audited CoServ safety and operating rules, procedures, and guidelines.
- Served as essential personnel and attended safety meetings to ensure office safety in the workplace.

Dallas Jewish Community Foundation – Dallas, TX

Graphic Designer (PT) – Sep/2008 to Dec/2008

[Translated subject matter into concrete designs in the form of special event posters, fliers, invitations, programs, postcards, donation forms, and brochures.](#)

- Successfully managed graphic design projects from concept to completion.
- Collaborated with departmental staff to create a vision, conceive designs, and meet deadlines and requirements.
- Formatted and color-corrected photographs for media.
- Excellent creative visualization and design abilities.
- Managed key relationships with PR agencies, vendors, and suppliers.

JCPenney – Plano, TX

Customer Service Representative, Consumer Credit Cards (PT) – Aug/2008 to Dec/2008

[Provided exceptional customer service as customers faced decreased credit card limits during the holiday season.](#)

- Assisted frustrated customers with billing issues, credit card decreases, and general customer service questions.
- Resolved an average of 240 inquiries/week; met benchmarks in speed, accuracy, and customer satisfaction.
- Became lead “communications advocate” helping other colleagues with “very frustrated” customers.

Hertz NeverLost (Navigation Solutions) – Plano, TX

Writer and Graphic Designer (Freelance) – Jul/2008 to Oct/2009

[Managed development of promotional materials to support Navigation Solutions' GPS systems in a competitive B2B marketplace \(Hertz NeverLost\).](#)

- Wrote and compiled dozens of pre-programmed destination reviews on hotels, restaurants, gas stations, shopping, and other selected local attractions, for GPS travel libraries: “My Costa Rica,” / “My Explore – Hawaii,” / “Olympics in Vancouver,” / “Explore DFW,” / “Greenopia,” and others.
- Wrote and designed user manuals and system guides for a series of user-friendly promotional products including the Hertz NeverLost Navigation System Guide and Online Trip Planning.
- Designed all marketing materials: fact sheets, presentations, packaging, and signage.

Texas Co-Op Power – Corinth, TX

Ghost Writer (Freelance) – Jun/2008 to Mar/2009

[Ghost feature writer for Texas Electric and Gas industry magazine.](#)

- Wrote, researched, and transformed articles for print and online versions of magazines.
 - Published over 50 articles including feature, human interest, and “how to” articles, viewed by 1.2 million people.
 - Used critical thinking, organizing, and planning to meet deadlines.
- Attended virtual editorial meetings and pitched story ideas.
- Orchestrated successful launch of social media marketing campaign for magazine.

P&S Antiques – Richardson, TX

Writer and Photographer (Freelance) – Jan/2008 to Dec/2010

[Used creative eye in photographing sale items for online purchases and writing descriptions of items.](#)

- Wrote about household/décor items and published descriptions online to various online shopping sites.
- Took creative photos of items, increasing site activity and sale of items.

Stein Mart – Dallas, TX

Customer Service Cashier (PT) – Jan/2008 to Dec/2008

[Greeted customers with a positive attitude and inquired about store experience.](#)

- Responded to telephone inquiries and resolved customer disputes patiently.
- Sold smart plans, credit card applications, and rewards cards daily.
- Opened and closed registers and monitored cash limits and amounts.
- Assisted Store Manager with training six cashiers.
- Developed a reputation for a high level of accuracy and prompt efficient service.

Jewish Federation of Greater Dallas – Dallas, TX

Marketing Communications Manager (FTE) – Nov/2007 to Aug/2008

[Managed strategic direction and execution of all internal and external communications.](#)

- Provided planning and marketing support for annual campaign cycles, resulting in raising \$10 million in 2007, and \$11.5 million in 2008—the highest ever in the organization’s 111-year history.
- Managed marketing department of three professionals; interns, volunteers, and vendors.
 - Hired new employees, conducting in-depth interviews, and continuing with the education, training, and mentoring of new and experienced employees.
 - Managed and monitored staff workload capacity.
 - Supervised external vendors and suppliers including printers, website developers, and freelance designers.
- Managed Federation’s annual participation in 4 tradeshow, 12 seminars, and 7 community-wide events.
- Assisted the campaign department with event set-up, coordination of vendor locations, hotel negotiations, promotional materials, scheduling guest speakers, and coordinating press.

Craig Ranch Telegram – McKinney, TX

Writer and Graphic Designer (Freelance) – Jan/2007 to Dec/2010

[Designer and writer of local HOA newspaper for leading Dallas/Ft. Worth master-planned community.](#)

- Designed ads for local businesses for placement in the newspaper.
- Created the layout of the entire publication.
- Wrote feature articles when needed; and took “Around the Community” photos as well.

Waco Wranglers – Waco, TX

Media Relations Specialist (Freelance) – Feb/2006 to Sep/2006

[Provided media relations for the start-up ABA pro-basketball team through public relations and marketing efforts.](#)

- Designed promotional materials (press kits, advertisements, and 22-page PowerPoint sponsorship presentation).
- Scheduled media interviews and press events; liaised with local and national press for cross-promotional events.
- Started Baylor University Sports Management Internship program and worked with university officials and Baylor University students to create a public presence for the basketball team.

Stein Mart – Dallas, TX

Sales Associate (PT) – Jan/2006 to Dec/2007

[Thoroughly learned Stein Mart’s products/services/processes and contributed to an increase in monthly sales.](#)

- Created appealing displays that encouraged customer sales.
- Recommended promotional and marketing ideas to management.
- Greeted every customer with a positive attitude, and helped customers make decisions.

Mercury Magazine – Dallas, TX

Managing Editor (Freelance) – Dec/2005 to Jan/2007

[Organized and developed a months-in-advance editorial plan for a startup fashion magazine.](#)

- Developed new and interesting story ideas, creating content for each section of the publication.
- Sold advertisements for future production dates.
- Created efficient production schedules, set deadlines, managed the budget, created and maintained editorial policies, and worked with sales to increase circulation.
- Developed a 5-page press kit for potential advertisers and media.
- Networked at local events to introduce the magazine and organized a successful launch party with 150 in attendance.

DallasONE – Dallas, TX

Media Relations Specialist (Freelance) – Jul/2004

[Within a month's notice, helped a religious organization promote and acquire publicity for a charity event.](#)

- Leveraged personal media contacts to publicize the organization's event, resulting in coverage by 2 TV reporters and 2 newspapers.
 - The event drew a crowd of 1500 attendees and generated approximately \$10,500 in funds for the organization.

Cancer Information Group - Physician's Education Resource Group – Dallas, TX

Writer/Editor/Proofreader (FTE) – Aug/2004 to Jan/2006

[Managed the production of two quarterly medical journals and one bi-monthly journal.](#)

- Provided editorial review for physician-written medical manuscripts, turning content into medical journals: Clinical Lymphoma, Supportive Cancer Therapy, and Clinical Myeloma.
- Worked closely with product teams to ensure satisfaction, and that all NIH standards were exceeded.
- Utilized knowledge of NIH regulations, and applicable state and federal laws, as well as internal brand guidelines.
- Ensured journals were delivered on time, and under budget, through effective project management skills.
- Wrote articles and copy for *CURE Magazine* and other marketing materials.

TRUE.com – Irving, TX

Media Specialist (FTE/Contract) – Mar/2004 to Aug/2004

[Developed email marketing campaigns across 30 major cities in the U.S.; planned special events for online dating site.](#)

- Built relationships with 42 organizations to keep Event Coordinators updated on local events in major cities.
- Increased email campaigns in 1 month by creating a local university internship program at the University of Dallas.
- Helped plan 20 Texas-area singles events in 3 months.
 - Set up regional and local partnerships for prizes and gifts.
 - Met with venue staff to discuss facilities/services/room set-up/catering/menu/AV/security/housekeeping.
 - Set up interviews/photo-ops with the press; guaranteed all special guests arrived on time.
- Increased attendance of singles events by 60% in two months with new program ideas and dating games/icebreakers.

Upper Kirby District Chamber of Commerce Magazine – Houston, TX

Managing Editor (PT) – Dec/2003 to Mar/2004

[Managed the publication's editorial direction.](#)

- Created overall layout for Houston Chamber magazine.
- Represented publication at city council meetings, throughout the city; interviewed key community leaders, wrote feature and human-interest stories, and took pictures.
- Maintained close relationships with advertisers and printers.

The Houstonian, Sam Houston State University – Huntsville, TX

Editor-in-Chief (FTE) – Jan/2003 to Dec/2003

[Supervised the production of a twice-weekly, \[fully\] student-run, online and print campus newspaper; as well as editors and writers.](#)

- Assembled, wrote, edited, and completed the layout of a 12-page newspaper.
- Supervised more than 10 editors, 20 reports, 6 designers, and two managers and advertising staff.
- Taught and mentored students in general reporting classes.
 - Responsible for providing pass/fail grades to upper-level reporting classes.
- Helped account managers sell advertising to local and out-of-town businesses.
 - Helped the newspaper get out of \$45,000 debt to \$5,000 debt in three months.
- Took a team of Editors and reporters to several conferences and competitions.

The Houstonian, Sam Houston State University – Huntsville, TX

Opinions (Viewpoints) Editor (FTE) - Aug/2002 to Dec/2002

[Produced informative and interesting opinion articles, and formatted the design of the Opinions page.](#)

The Houstonian, Sam Houston State University – Huntsville, TX

News Reporter (PT/Summer Break) - May/2002 to Aug/2002

[Wrote articles about events happening on campus and in the city of Huntsville. Attended city council meetings weekly.](#)

Houston Community Newspapers: The 1960 Sun East/West – Houston, TX

Reporter and Photographer (PT/Holiday Break) - Nov/2001 to Jan/2002

[Attended chamber- and city-council meetings and wrote "news reports" for the city section; photographer for the "Man on the Street" feature section in the newspaper.](#)

The Houstonian, Sam Houston State University – Huntsville, TX

Entertainment Editor (PT) - Aug/2001 to May/2002

Covered collegiate and community cultural events and wrote articles on cultural and entertainment events including art, dance, theater, and film. Also managed relationships with outside vendors to purchase cartoons, puzzles, and weekly horoscopes for the entertainment section.

The Huntsville Item – Huntsville, TX

Reporter (PT) - Aug/2001 to May/2002

Wrote feature and human-interest stories for front-page Sunday editions.

Houston Community Newspapers: The Woodlands Villager – The Woodlands, TX

Reporter and Graphic Artist (PT/Summer Break) - May/2001 to Aug/2001

Wrote human-interest and feature articles for the front page, Diversions, Religion, and Entertainment sections of the weekly newspaper. Designed layout of pages, classified ads, and wedding announcements.

Houston Community Newspapers: The 1960 Sun East/West – Houston, TX

Photographer, Reporter, and Graphic Artist (PT/Summer Break) - May/2001 to Aug/2001

Designed classified and retail ads, and wedding announcements. Updated City Council section of the newspaper. Photographer for “Man on the Street” section.

The Houstonian, Sam Houston State University – Huntsville, TX

Copy Editor (PT) - Aug/2000 to May/2001

Addressed accuracy, consistency, and appropriateness of news articles by editors and reporters.

The Houstonian, Sam Houston State University – Huntsville, TX

Layout Editor (FTE) - Aug/1999 to May/2000

First-ever first-year student to be hired for Editor position. Utilized design software to assemble text, photographs, and other content in an aesthetically pleasing and easy-to-read arrangement.

The Times-Tribune – Brookshire, TX

Intern (PT/Summer Break of HS) - May/1998 to Aug/1998

Designed layout of newspaper using old “cut and paste” method. Wrote entertainment and news articles. Proofread paper before production; Created headlines and cut lines for photos. Attended city council meetings with Editor-in-Chief, to cover news, get quotes, and take photos. Responsible for general office duties including answering phones, taking checks for advertisements, archiving newspapers, and organizing the office.

MORE INFO

Click [here](#) and [here](#) to learn more about me.

TECHNICAL SKILLS

Click [here](#) for a list of technology used and other skill sets.

CERTIFICATIONS

Click [here](#) for a list of certifications I’ve obtained.

EDUCATION

Click [here](#) to see where I studied and when I graduated.

RECOMMENDATIONS/KUDOS

Click [here](#) and [here](#) to see what people think of me.

AWARDS

Click [here](#) to see the awards I’ve won.

PROFESSIONAL DEVELOPMENT

Click [here](#), [here](#), and [here](#) and [there](#) to see where I refresh and update my skills.

PHILANTHROPY

Click [here](#) to see what’s important to me.