

Results-driven professional with extensive experience in public relations, grant writing and marketing

Skilled in performing at a high level for Fortune 500 companies, startup companies, mid-size, and small companies, and not for profit organizations. Detail oriented and an organized thinker, embracing new and innovative technologies that simplify, enrich and are environmentally sustainable. Proven success in improving operational efficiency, reducing costs, and fundraising.

Career Experience

**Good Works Grant Writing, Phoenix, AZ
Grants Manager**

March 2023 – present

Manage multiple client accounts and serve as a point of contact for clients' grant needs.

Key Achievements/Contributions:

- Developed compelling copy for grant proposals while meeting deadlines.
- Provided insight to clients on programs that may be strategic to available funding.
- Worked as a team player in the grant writing process by obtaining needed documents/information.
- Positively communicated with funders regarding questions and requirements for potential grant funding opportunities.
- Knowledgeable about not-for-profit management and procedures including fiscal year budgets, program budgets, Board of Directors roles, corporation commission annual reporting procedures, financial reporting, IRS determinations, endowments and more.

**Sharing Down Syndrome Arizona (SDSA), Mesa, AZ
Assistant Executive Director**

August 2021 – March 2023

Directed the activities, operations, and monetization of a struggling not for profit organization to a successful one, while defining a strategic 5-year vision and collaborating with a Board of Directors and volunteer community.

Key Achievements/Contributions:

- Instrumental in turning a financial loss from 2019-21 to a financial profit of more than \$80k in 2022-23 through cost saving plans and innovative fundraising.
- Executed a grant proposal from the Global Down Syndrome Foundation to employ adults with Down syndrome as ambassadors to speak at colleges and universities in the Phoenix area, including Arizona State University and Mayo Clinic Scottsdale in 2022-23.

- Successful in pitching news stories to media in the *Arizona Republic*, television interviews on Fox10 Phoenix, ABC15, 12 News (NBC), and CBS-5.
- Produced a wide variety of marketing materials including a general brochure, a brochure for Spanish-speaking families, downloadable parent packets in English and Spanish. Collaborated on a more inclusive website with accessibility and language features and created annual reports for stakeholders.
- Promoted and positioned SDSA as a leading player in supporting families in the greater Phoenix area and beyond.

**Sharing Down Syndrome Arizona (SDSA), Mesa, AZ
Public Relations & Marketing Consultant**

July 2019 – August 2021

Directed overall operations of public relations and marketing, including the creation of newly branded marketing materials and website design.

Key Achievements/Contributions:

- Increased social media engagement on Instagram, Facebook, YouTube, LinkedIn, and Twitter on an annual basis.
- Spearheaded efforts to sustain organization during the 2020-2021 pandemic, including online fundraising efforts, drive-thru events and the creation of online store and Ecommerce solutions.
- Developed a monthly newsletter (in English and Spanish) to reach over 3,000 families throughout the state of Arizona, informing them of current legislation, resources, and events specific to the organization's cause.

**AuctionXM, Marietta, GA
Public Relations & Marketing Consultant**

May 2016 – December 2022

Started a social media marketing project from scratch using Facebook, Instagram, Twitter, and LinkedIn for a newly formed automotive logistics company.

Key Achievements/Contributions:

- Delivered marketing guidance and startup strategies to business owner/CEO.
- Developed key international business contacts through paid and boosted posts.

**The Safe America Foundation, Marietta, GA
Public Relations & Marketing Consultant**

October 2016 – April 2019

Led the marketing and public relations efforts of a not for profit serving the greater Atlanta area.

Key Achievements/Contributions:

- Headed marketing and public relations strategic initiatives to include successful media pitches and increased social media engagement.
- Procured major gifts through grants from Wellstar Hospital, AllState Insurance, TEGNA, and Montlick & Associates to host major programming events.

Ensured the marketing and sales efforts of the Cobb Galleria Centre were successfully executed using effective business communications and processes.

Key Achievements/Contributions:

Advocated for a more sustainable sales and marketing contracting process and steered the organization by serving on 4 different committees to bring about more sustainable business practices, better employee retention, key pricing strategies, and enhanced customer service objectives.

Education & Certifications

Bachelor of Arts, Journalism & Mass Communications - The University of South Carolina

Post Graduate courses in Psychology & Education at the College of Charleston, SC

Why Endowment – CEU credited course through the Arizona Community Foundation – February 2023

First Aid/CPR Certified – AZ Provider Training – March 2023