

PROFESSIONAL COMPETENCIES

- ♦ Internal and external communications planning and implementation.
- ♦ Comprehensive understanding of organizational culture and the role of leadership.
- ♦ Solid public speaking skills and experience. Social media experience.
- ♦ High-quality writing and editing skills for any purpose: online content, marketing, newsletters/magazines, research abstracts, reports, promotions/media, education.
- ♦ Strong organizational/time management skills.
- ♦ Ability to work independently as well as part of a team of diverse individuals. Able to effectively monitor, mentor, and manage diverse staff members.
- ♦ Special event planning and implementation; volunteer recruitment/management.

Computer & Software Skills

- ♦ Windows and Mac platforms
- ♦ Microsoft Office Suite: Word, Excel, Publisher, Outlook, PowerPoint
- ♦ InDesign Publishing Software, PhotoShop
- ♦ Social Media: Facebook, Twitter, LinkedIn, Pinterest, Instagram, Hootsuite
- ♦ Wordpress

EDUCATION

Fellow, 2013-14 Education Policy Fellowship Program

A national program of the Institute for Educational Leadership that gives Fellows first-hand knowledge and information on policy design and implementation at the local, state, and national levels.

Masters of Science

Michigan State University, College of Agriculture & Natural Resources, Resource Development
Thesis: "Social Marketing for Nonprofit Organizations."
Graduating GPA: 3.82

Bachelors of Science

Michigan State University, College of Agriculture & Natural Resources, Resource Development
Emphasis: Community & Regional Development

WORK EXPERIENCE

Owner 2002-Present KBS Communications

I provide a broad array of contract communications services across multiple industries.

Director of Communications 2013-2016 Michigan State University Office of K-12 Education, College of Ed.

Created collaborative communication structures and strategic communication plans. Provided broad-based internal and external communications support for MI Excel Statewide System of Support, including identification, coordination, and editing content for websites, Twitter, and LinkedIn groups. Developed and produced educational/informational booklets and brochures, grantor reports, and program materials. Social media coordination and messaging; concept development; graphic design.

Staff Writer & Editor 2000-2012 Effective Schools Products, Okemos, MI

Wrote and edited educational and marketing materials for school and district professional development programs and products; magazine and journal articles; content for online research and survey tools, and company website. Editor and contributor, *Effective Schools Research Abstracts*. Coauthored 3 books and an implementation guide on continuous school improvement and leadership. Developed marketing plans, strategies, and tactics to increase product sales.

Administrator 2008-2012 Superintendency Institute of America, Okemos, MI

Managed day-to-day operations of national nonprofit association for school superintendents. Planned and executed annual conference. Developed and maintained web page and blog. Managed finances and membership records; planned member recruitment and retention strategies.

Communications and Fund Development Manager 1997-99 National Council on Alcoholism/Lansing Regional Area, Lansing, MI

Coordinated all internal and external communications. Researched and wrote grant proposals; developed & implemented marketing strategies for various audiences. Managed media and community relations; designed and conducted surveys. Planned and executed special events; extensive public speaking.

Executive Director 1987-1997 Woldumar Nature Center, Lansing, Michigan

Orchestrated strategic program planning with volunteer board. Developed and implemented marketing strategies, membership recruitment and retention activities, media and community outreach efforts. Designed and produced marketing and membership materials. Conducted individual, foundation, and corporate outreach and fundraising. Planned and implemented all special events. Created and managed annual budget. Hired and managed all employees.

OTHER INFORMATION

Author

- ♦ *Voices from the Ledges*, 2013—Contributing author, book designer, and editor
- ♦ *What Effective Schools Do: Re-envisioning the Correlates*, 2011 (with Lezotte)
- ♦ *Stepping Up: Leading the Charge to Improve Our Schools*, 2007 (with Lezotte)
- ♦ *Assembly Required: Implementation Guide*, 2004 (with Lezotte)
- ♦ *Assembly Required: A Continuous School Improvement System*, 2002 (with Lezotte)