

## PROFESSIONAL SUMMARY

**Strategic, passionate communications leader** with 25+ years of experience as a highly motivated creative thinker, strategist, and storyteller. Proven track record of leveraging the power of storytelling and creativity to drive both business and cultural impact. Brings deep, cross-functional expertise spanning agency and brand-side roles, including media relations, thought leadership strategy and amplification, crisis communications, event strategy and execution, cause-related marketing, partnership development, awards submissions, team leadership and mentorship, internal and external presentations, media and podcast interviews, bylines, and fireside chats.

## WORK EXPERIENCE

### David&Goliath

Director of Communications

Los Angeles, CA

June 2015 – April 2025

- **Drove strategic media relations** and secured high-impact placements in top-tier outlets including *Forbes*, *Fast Company*, *Adweek*, *AdAge*, and *Business Insider*. Specialized in identifying compelling story angles, aligning with key journalists to drive earned coverage, thought leadership, and brand credibility. In H1 2024 alone, efforts generated **12M+ in earned media reach** for the agency and brand partners. Clients included **Kia, California Lottery, San Diego Zoo and Wildlife Alliance, HBO, Jack in the Box, Universal Studios, and Stacy's**.
- **Led teams across internal and external communications**, overseeing press strategy, brand messaging, cultural initiatives, and executive visibility. Coverage highlights included *Forbes Women* (99M+), *Adweek* (727K), *AdAge* (461K), *The Drum* (407K), *Thrive Global* (352K), and *Authority Magazine* (67K).
- **Directed global media campaigns** for seven Super Bowl activations, securing exclusive reveals on *The TODAY Show* (2.9M viewers) and *Today.com* (32M UMV). In 2024, led Kia's EV9 "Perfect 10" campaign—generating **786M+ in earned media, ranking #3 overall and #1 among auto ads in USA Today's Ad Meter**. Campaign impact included national coverage (*NYT*, *CNN*, *CBS*, *Forbes*, *Ad Age*, *Adweek*, *Marketing Dive*), a **1,732% post-game search lift** on Kelly Blue Book, and a **4,773% increase** in Edmunds share.
- **Oversaw high-profile event strategy and led full production lifecycle** including speaker recruitment, speech writing, subcontractor negotiation, AV/creative production, logistics, and post-event amplification for Cannes Lions, Fast Company Innovation Festival, Advertising Week, Association of National Advertisers (ANA) and Adweek's Challenger Brands. **Spearheaded agency's inaugural Cannes Lions presence in 2024** for its 25<sup>th</sup> anniversary, securing partnership with *Contagious*, curating a headline panel, end-to-end production and directing all communications to amplify the event and launch of the agency's new social impact initiative.
- **Program Director for social impact initiative** supporting under-resourced youth: developed growth mindset curriculum, secured instructors, created program materials, and built a coalition of brands, agencies and nonprofits; launched at Cannes Lions 2024, attracting industry and nonprofit interest.

### Creative Partners

Public Relations & Social Media Manager

Los Angeles CA

September 2010 – June 2015

- **Led integrated PR, promotions, and social media campaigns** to drive brand awareness, engagement, and traffic. Secured top-tier media placements across broadcast, print, and digital outlets. Clients included **First County Bank, Newman Garrison + Partners, and EPT Design**.
- **Partnered with C-suite executives** to help drive new business growth and strengthen client retention through strategic communications and executive visibility.

### Steel Grey Productions

Founder and Principal Consultant

Los Angeles, CA

September 2004 – September 2010

Consulting firm specializing in media relations, external communications, and event strategy—driving visibility and growth across the lifestyle, entertainment, nonprofit, and corporate sectors. Clients included **Classic Residence by Hyatt, Discover Boating, Raging Waters LA, High Conflict Institute, Saturn**, and best-selling authors **Dr. Ian K. Smith** (*Happy: Simple Steps to Get the Most Out of Life*) and **Bill Eddy** (*Don't Alienate the Kids! Raising Resilient Children While Avoiding High Conflict Divorce*).

- **Developed strategic communication** plans aligned with client goals, target audiences, and KPIs, ensuring consistent messaging across press, social media, and video.
- **Secured high-impact media coverage** through strong journalist and influencer relationships; created thought leadership platforms via bylines, interviews, and placements.
- **Produced educational and narrative-driven video** content for legal and mental health audiences focused on personality disorders, fostering clarity and empathy.

### Rogers & Cowan

Public Relations Consultant

Los Angeles, CA

September 2008 - November 2008

- **Managed nationwide publicity and media relations** for bestselling authors Marcus Buckingham (*The Truth About You*) and George Barna (*Master Leaders*), and Christian artist Natalie Grant's national music tour.
- **Executed press campaigns** for Children's Miracle Network Torch Tour across major markets, generated coverage through partnerships with local sports figures.
- **Directed press outreach for Dr. Joe Dispenza's brain evolution conference**, elevating regional awareness in Chicago market.

## ADVOCACY & THE ARTS

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### Crescent Moon Features

**Boston, MA**

Founder

March 2023 – Present

- **Founder, Crescent Moon Features** – a creative production company focused on content that raises awareness around domestic violence, mental health, and children's rights.
- **Produced a narrative short film, *Tethered*** in 2025 exploring a young boy's journey through abuse, trauma, and resilience; submitted to film festivals nationwide.

### Today, I'm Brave (501c3)

**Los Angeles, CA**

Director of Communications/Volunteer

June 2015 – April 2025

- **Brave Camp:** Supported the launch of a four-year transformational camp for under-resourced youth from Harlem, Queens, and the Bronx. **Helped raise \$300K+** from 100+ agencies, production companies, and donors. Co-developed program curriculum and activities. Generated **3M+ media impressions**, securing coverage in *AdAge*, *Adweek*, *Muse by Clio*, *Forbes*, and major broadcast outlets including KTLA, WCBS, and NBC Albany.
- **100 Roofs Project:** Partnered with actor/activists Rosie Perez and Ramón Rodríguez and nonprofit Heart 9/11 to help rebuild homes in Puerto Rico after Hurricanes Irma and Maria. Led a multimedia fundraising campaign that **secured national coverage (CNN, MSNBC, People, NowThis, Campaign, Forbes)** and a donated Hollywood billboard. Produced the 100Roofs Gala, **raising \$500K+** through donor outreach, celebrity engagement, and event execution.

### Artsakh Media Task Force

**Boston, MA**

PR Consultant

September 2020 – November 2020

- **Led press and social media strategy** to raise global awareness of the 2020 Artsakh war and Azerbaijan's aggression against Armenians—promoting coverage of war crimes, cultural genocide, sanctions, and genocide denial. Secured media in *LA Times*, *Washington Post*, *The Boston Globe*, *LA Magazine*, *NowThis*, *Vice*, *KTLA*, and *Fox 11 LA*.
- **Drove humanitarian awareness and action** through influencer engagement, targeted emails, and social media campaigns, highlighting donation opportunities and community support efforts.
- **Collaborated with Armenian activist groups** to mobilize the Diaspora via newsletters, rallies, and conferences, and promoted rapid-response tools to engage elected officials.

## SKILLS

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- Strategic communications, media relations, and crisis management expertise
- Leadership in event strategy, planning, and full production lifecycle
- End-to-end video production and creative content direction
- Digital amplification, partnership development, and stakeholder engagement
- Budget oversight, vendor negotiation, and team leadership

## EDUCATION

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### Simmons College

**Boston, MA**

Degree: Bachelor of Arts in Communications, English, & Economics

## MEMBERSHIPS/UNIONS

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**Memberships:** Women in Film, TV New England, Artsakh Media Task Force

**Unions:** SAG AFTRA