

Accomplished public relations and marketing professional with extensive arts and history industry expertise. Successful at growing audiences by developing and managing strategic campaigns and compelling communications. Foster strong relationships with news media, colleagues, board members and museum visitors. Known for being personable, creative, insightful and results-producing.

- Marketing Plans
- Copywriting and Editing
- Media Relations
- Public Speaking
- Social Media
- AP Style
- Press Interviews
- Communications Plans
- Brand Management
- Advertising Coordination
- Event Management
- Project Management
- Long Range Planning
- Budget Planning and Oversight
- Board Relations
- Grant Writing

### HIGHLIGHTS OF ACCOMPLISHMENTS

- Contributed to 140+ news stories each year through research, media responses, interviews and story pitches, building the awareness and reputation of the agency. (Capital Metro)
- Conceived and oversaw human interest social media campaign resulting in 15M impressions and 820% more engagements than previous year. (Capital Metro)
- Increased event and program participation by 30% through innovative development, communications and advertising. (Old State House Museum)
- Managed media relations and communications for exhibition, attracting 11K+ visitors in 8 days. (Old State House Museum)
- Managed public relations for and implemented 80+ well-attended events: Marty Stuart and Lucinda Williams concerts, Carlos Fuentes reading, annual galas, community arts festivals, exhibit receptions, corporate anniversaries and transit service launches. (Old State House Museum, Arts and Science Center for Southeast Arkansas, Alexandria Museum of Art and Capital Metro)
- Captured 13 industry awards by writing and designing competition entries. (Old State House Museum and Capital Metro)
- Selected to speak on panel about national service partnerships at an American Alliance of Museums annual meeting, presented session concerning public relations for small museums at an Arkansas Museums Association annual conference and participated in an American Alliance of Museums branding workshop. (Old State House Museum and Alexandria Museum of Art)
- Participated in institutional reviews resulting in 3 organizations achieving national accreditation from the American Alliance of Museums. (Old State House Museum, Arts and Science Center for Southeast Arkansas and Alexandria Museum of Art)

### WORK EXPERIENCE

#### Communications Specialist II

Capital Metro Transportation Authority – Austin, TX

2013–2019

Implement public relations programs and creative marketing initiatives for fast-paced transit agency which provides 32M rides yearly.

- Contributed directly to \$30M+ annual earned media value.
- Cultivated strong relationships with 20+ local, state and national reporters.
- Helped increase social media following by 30% and boost sentiment ratings by improving content and timeliness of responses.
- Increased participation in public outreach events for regional transit project by 25% through strategic communications.
- Coordinated and evaluated work by 6 contracted public relations, marketing, real estate and transportation consultants.
- Managed projects recognized with 2 national awards: Graphic Design USA's Best Print Design Award for annual report publication and American Public Transportation Association's First Place AdWheels Award for museum exhibit related transit passes.

#### Public Relations Program Manager

Old State House Museum – Little Rock, AR

2002–2013

Developed dynamic communications and advertising to attract new and diverse audiences at state museum with 60K+ annual visitors.

- Realigned advertising budget to maximize investment, enhance brand visibility and communicate the organization's mission by strategically placing an average of 90+ print and web ads each year.
- Earned free media valued at \$20K+ annually through strategic story pitches and press materials targeting state and national news outlets, and tourism and lifestyle publications.
- Hired and managed a graphic designer and a public relations assistant, and coordinated the activities of 5+ program volunteers.
- Collaborated with 4 public relations, web and marketing agencies on events, web design, advertising and media pitches.
- Achieved Library of Congress copyright and International Standard Book Numbers for 2 scholarly publications.
- Developed winning competition entries for project and exhibit awards from the American Alliance of Museums, American Association for State and Local History, Arkansas Museums Association, Southeastern Museums Conference, City of Little Rock and Printing Industries Association of the South.

## COMMUNICATIONS & MARKETING PROFESSIONAL

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### ADDITIONAL WORK EXPERIENCE

**Director of Education****Arts and Science Center for Southeast Arkansas – Pine Bluff, AR**

Developed, managed and instructed 6 grant-funded interdisciplinary art education programs for youth and educators at regional visual and theatre arts organization.

**Curator of Education****Alexandria Museum of Art – Alexandria, LA**

Conceived, supervised and taught 8 visual art, school tour and docent training programs – all funded through successful grant applications.

**National Service Corps Member****AmeriCorps/Louisiana Delta Service Corps – Alexandria, LA**

Developed art education programs and taught 5,000 elementary students in 10-parish (county) area.

### EDUCATION

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**Post-baccalaureate Studies****University of Arkansas at Little Rock – Little Rock, AR**

Part-time marketing coursework while working professionally.

**Bachelor of Fine Arts****Atlanta College of Art (now SCAD Atlanta) – Atlanta, GA**

Studio arts, art history and liberal arts concentrations.

**Undergraduate Studies****Art Academy of Cincinnati – Cincinnati, OH**

Core studio arts and art history studies.

**Diploma****Louisiana School for Math, Science and the Arts – Natchitoches, LA**

College preparatory and visual art studies at selective, nationally recognized residential high school for gifted students.

### SPECIAL PROJECTS

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- *The Austin Collective* social media campaign, TheAustinCollective.org, 2017
- *Where's Warhol?* collaborative social media promotion with the Blanton Museum of Art, 2016
- *The Austin Collective* photography exhibition and artist talk, part of the East Austin Studio Tour, 2016
- *The Making of "Gone with the Wind"* transit passes for the Harry Ransom Center exhibition, 2015
- *Southeast Shear: Baroque Bridge Plaza* public art installation community festival, 2000
- Art loan selection from Philadelphia Museum of Art and Newark Museum for exhibition, 1999

### PUBLISHING PROJECTS

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- *Arkansas/Arkansaw: How Bear Hunters, Hillbillies & Good Ol' Boys Defined a State* by Brooks Blevins, University of Arkansas Press, 2009
- *Terror in the Heart of Freedom: Citizenship, Sexual Violence and the Meaning of Race in the Post-Emancipation South* by Hannah Rosen, University of North Carolina Press, 2008
- *"The Earth Reeled and Trees Trembled:" Civil War Arkansas, 1863–1864* by Mark K. Christ, Old State House Museum, 2007

### PROFESSIONAL AFFILIATIONS

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- American Alliance of Museums, 1998–present
- Public Relations Society of America, 2014–present
- Women Communicators of Austin, 2013–present
- Southeastern Museums Conference, 2002–2013
- American Association for State and Local History, 2002–2013
- Arkansas Museums Association, 2002–2013
- Greater Little Rock Museums Consortium, 2002–2013

### INSTITUTIONAL AWARDS

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- American Public Transportation Association AdWheels
- American Alliance of Museums
- American Association for State and Local History
- Southeastern Museums Conference
- Arkansas Museums Association

### SOFTWARE & APPS

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- Microsoft Office
- InDesign
- Photoshop
- SharePoint
- eMuseum
- Constant Contact
- MailChimp
- Meltwater
- Asana
- Monday
- Ektron CMS
- Drupal CMS

### SOCIAL MEDIA

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- Facebook
- Twitter
- Instagram
- WordPress
- YouTube
- Tumblr
- Sprout Social
- Sysomos