

## **SUMMARY OF QUALIFICATIONS**

- Positive marketing/PR professional with 15 years driving strategic communication campaigns.
- International MBA with high-level business development and financial acumen.
- Former Press Secretary for the U.S. Senate Committee on Finance.
- Exceptional writer and public speaker with expertise distilling complex content to message.
- Proactive manager and advisor who works cross-functionally to lead project teams.
- Cultural competency, including three years working internationally as part of diverse teams.

## **PROFESSIONAL EXPERIENCE**

JANUARY 2013 – PRESENT  
**ALAMEDA HEALTH SYSTEM (AHS)**  
*Manager, Government & Community Relations*  
*Sr. Associate, Marketing, PR, and Communications*  
ALAMEDA COUNTY, CA

- Driving positive communication and engagement with government, community, and media on behalf of public network of 5 hospitals and 4 clinics undergoing re-branding and restructuring.
- Supervise Government and Community Relations Coordinator.

APRIL 2011 – JANUARY 2013  
**FLEISHMANHILLARD, INC.**  
*Consultant*  
SAN FRANCISCO, CA

- Represented global marketing and communications firm on behalf of client during community meetings for purpose of messaging and reporting of sensitive materials and information.

JANUARY 2008 – APRIL 2010  
**U.S. SENATE COMMITTEE ON FINANCE**  
*Press Secretary*  
WASHINGTON, D.C.

- Advised and represented Chairman Max Baucus in stakeholder communications regarding U.S. policy on taxes, international trade, Social Security, Medicare, and Medicaid, including landmark legislation addressing the 2008 financial crisis and 2010 health care reform.
- Supervised Deputy Press Secretary.

JULY 2004 – JANUARY 2008  
**KEY COL COMMUNICATIONS, LLC**  
*Principal*  
WHITEFISH, MT & GRENOBLE, FRANCE

- Conducted strategic business review, including brand development, marketing and public relations project consulting for select clients in U.S. and abroad.

NOVEMBER 2000 – JULY 2004  
**WINTER SPORTS, INC.**  
*Communications Manager*  
*Communications Coordinator*  
WHITEFISH, MT

- Primary spokesperson and brand manager for major U.S. ski and summer destination, including investor relations, employee communications, and media engagement through privatization, corporate restructuring, and other important movements
- Supervised two part-time marketing coordinators.

### **EDUCATION**

- 2007**      **M.B.A., GLOBAL MANAGEMENT**  
*Graduated with Distinction*  
Grenoble Graduate School of Business  
Grenoble, France
- 2000**      **B.A., ENGLISH LITERATURE; ENVIRONMENTAL STUDIES**  
*Graduated Cum Laude with Honors*  
Skidmore College  
Saratoga Springs, NY

### **AFFILIATIONS & CERTIFICATIONS**

**BOARD OF DIRECTORS (2012-2014)**  
SEEDS Community Resolution Center

**COMMISSIONER (2011-2013)**  
City of Berkeley

**CRISIS COMMUNICATIONS TRAINING**  
Willdan Homeland Solutions

**MEDIATION AND CONFLICT RESOLUTION**  
SEEDS Community Resolution Center

### **LANGUAGES & COMPUTER SKILLS**

- Advanced French (Verbal & Written); Beginner Spanish (Verbal)
- Proficiencies include HTML, Drupal, Wordpress, SharePoint, Smartsheet, Constant Contact; Adobe, Apple, and Microsoft products; Facebook, Twitter, YouTube; Google+, LinkedIn; Willingness to learn new software and systems