

Summary

Marketing & Employee Communications • Website Design • Change Management

- Helps organizations achieve their strategic goals through the effective integration of internal and external communications with marketing, training, and change-management programs
 - Designs and writes aesthetically pleasing, user-friendly websites using standards-compliant coding methods
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Education

- M.Ed., focus on web design and online learning: Jones International University, Englewood, CO
 - MBA, emphasis in marketing: University of South Florida, Tampa, FL
 - BA, psychology and education: University of South Florida, Tampa, FL
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Skills & Abilities

Communications

- Managed employee, marketing and corporate communications efforts for multi-national corporations
- Communicates with the ability to build bridges of understanding among diverse groups of people
- Writes well for both the media and employee audiences; targets messages appropriately
- Develops creative approaches and layouts for collateral materials, advertising, websites
- Oversees the work of creative teams and ensures linkage between creative ideas and client goals

Web Design

- Designs aesthetically pleasing websites that are easy to navigate and easy to read
- Uses standards-compliant XHTML/CSS, as well as Dreamweaver, Photoshop and SEO techniques
- Expertise in developing appealing designs, consistent navigation, and user-friendly layouts
- Working knowledge of content management systems including Moodle and Drupal

Change Management

- Facilitates large-scale change projects by leveraging the use of cross-organizational teams with corporate communications and employee development efforts
- Special expertise in the area of business process reengineering

Training & Development

- Develops employee and leadership training programs in support of strategic goals
- Managed the training and development department of a multi-national corporation

Interpersonal

- Expertise in client relationship management, and in being both a team leader and a team player
- Flexible, professional, collaborative; works well with people at all levels

Business Expertise

- Understands business, applies sound judgment, solves problems, thinks creatively and strategically
 - Plans effectively, and manages program and department budgets according to plan
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Work History

Independent Consultant, 2006 – 2007 & 2009 – Current

Website Design & Marketing Communications Specialist

- Designs, writes and implements websites & electronic newsletters
- Provides general marketing / communications support
- Write press releases, newsletters, brochures and other promotional materials
- Develop programs and events

Hospice of the Gorge, 2003 – 2006 and 2008

Program Manager, Marketing Communications & Community Relations

- Responsible for outreach programs and marketing communications
- Wrote hospice policies and procedures related to operations and HIPAA
- Designed, wrote, and produced the hospice website
- Designed and implemented the Hispanic Outreach Program
- Instrumental in establishing the Mid Columbia Network on Aging

Mercer Delta Consulting (Management Consulting Firm) 2001 – 2002

Consultant, Strategic Communications / Change Management

- Responsible for change communication efforts of major clients
- Team leader for the *How We Survived 911* project

Ketchum Sheppard (Public Relations Agency) 1998 – 2001

Director, Strategic Employee Communications

- Developed and supported implementation of communication plans related to clients' strategic initiatives
- Developed and implemented integrated brand alignment strategies
- Developed proprietary communications materials for use in sales efforts

MetaSkills Consulting Group, 1995 – 1998

Consultant / Owner, Leadership Development & Change Management

- Developed and facilitated business-process reengineering training programs for global corporations
- Designed and implemented leadership development programs for multi-national companies

Tektronix, 1992 – 1995

Director, Employee Communications / Change Management

- Developed and implemented internal communication programs aimed at effecting large-scale change
- Initiated and implemented a global effort to link employee actions with company strategies
- Assured integration of external brand communications efforts with internal audiences
- Facilitated numerous business process reengineering teams

National Semiconductor Corporation (NSC), 1982 – 1992

Director, Marketing Services; Director, Corporate Communications; Manager Corporate Training

- Managed employee communications efforts at corporate and divisional levels
- Developed and managed the marketing services department and processes for an NSC subsidiary
- Managed the corporate training department; supervised safety and technical training staff
- Initiated and supported implementation of the corporate-wide Total Quality program