

CAREER SUMMARY

Dynamic, highly discerning senior business professional with a diverse background in business development, fundraising, program management, global communications, public speaking, marketing strategy, branding expertise, event planning and team building in both for and non-profit industries. Passionate about serving the community through strategic business practices, solving complex marketing communications problems, working within diverse cultures, finding efficiencies, coaching, training, and motivating teams to progressively reach goals and meet maximum potential.

PROFESSIONAL EXPERIENCE**Ethnic Minorities of Burma Advocacy and Resource Center, EMBARC**

An advocacy and resource organization with a mission of helping refugees expand their world of possibilities advocacy, education and community development. EMBARC offers services to clients in innovative ways that work to empower refugees in their new home and partnering with them to become self-sufficient.

Director, Communications and Fund Development**October 2016 – Present**

Develop and execute strategic communications plan for organization and program specific materials. Grow and manage EMBARC's brand and suite of marketing materials; ensure that EMBARC sends a consistent and intentional message to community partners, funders and volunteers. Manage fiscal functions of the organization, including payroll, grant fiscal reporting and expense management. Responsible for expanding and growing EMBARC's funding strategy and increasing gifts, donations and discretionary funds. Manages donor database and cultivates relationships with donors while establishing donor engagement process.

- Streamlined expense reimbursement process to increase accuracy and efficiency.
- Facilitated increased usage of working organizational and programmatic budgets.
- Collaborating to rebrand EMBARC website
- Increasing frequency and consistency of communications with donors and volunteers.
- Partnering for successful completion of first organizational audit.

Business Developer/Program Manager, Visiting Nurse Services of Iowa**2014 – 2016**

Developed and executes strategic business plan for Community Voices interpretation services program. Grows and manages client list and relationships. Recruits and on-boards new team members. Strategically restructuring interpretation within the organization to stream line and improve revenue and expense management. Program manager for the Refugee and Immigrant Guide program. Manages relationships between Department of Human Services, Juvenile Court Services and sub-contracting agencies. Structures and executes training of staff and contractors. Responsible for program consultation, administration and delivery of services to refugee community.

- Successfully launched Community Voices program in August 2014; in first fiscal year of operation, secured 19 clients and grossed more than \$85,000 in revenue.
- Increasing marketing presence by marketing program as "actively managed and professionally developed," differentiating Community Voices from roster-style competitors.
- Diversified income potential by securing document translation projects and marketing cultural competency trainings to the community.
- Launched Refugee and Immigrant Guide program in December 2014, assisting refugee and immigrant families who are system-involved with Department of Human Services Child Welfare and Juvenile Court Services, or who are at-risk for becoming system-involved.
- Have served more than 60 system-involved families, facilitated 10 training sessions and conducted more than 15 community outreach events since February 2015.

Founding Partner and Program Director, Dress for Success Des Moines**2011 – 2015**

Managed resource development, including donor cultivation, grant programming and special event fundraising, exceeding financial benchmarks by raising in excess of \$200,000 in less than 3 years. Collaborated to create marketing collateral, including traditional marketing, e-business, client programming materials and donor communication. Lead public relations efforts through television, radio, online and print channels, including writing, public speaking and event networking. Oversaw client programming to ensure effective and efficient delivery of services in order to cultivate success in client employment rates.

- Responsible for bringing Dress for Success to Des Moines, including developing and writing business plan for establishment of organization and collaborating to successfully incorporate and obtain 501(c)3 status with State of Iowa.
- Established and maintained community partner relationships to leverage resources in efforts to reach more women through services; number of women served has increased 300% since 2011.
- Project manager and program consultant for the Going Places Network employment program, including program instruction and job development training; program achieved employment rates of over 60% for participants, one of the highest in the nation.
- Developed and implemented event plan for annual signature fundraiser, Passion for Fashion; managed sponsorship recruitment, show planning and execution, public relations efforts and volunteers. Profits for event increased by 363% in second year, while costs decreased by 12%.

Consultant Relations Advisor, Principal Global Investors**2009 – 2011**

Collaborated to develop and implement the strategic plan of PGI's global consultant relations efforts through the global institutional sales channel including traditional marketing communication activities, e-business and investment writing. Partnered with investment management teams, affiliates, sales and product development teams to increase exposure and coverage of investment products at targeted domestic and major global consulting firms. Supported development of global consultant coverage through marketing, product education, and request for proposal writing contributing to an increase in product coverage of over 125% and an increase in positive product ratings of 78%.

Investment Product Advisor**2005 – 2009****Investment Accountant****2000 – 2005****EDUCATION AND PROFESSIONAL DEVELOPMENT**

BSBA in Accounting, Management
FINRA Series 7 Securities License
Fellow, Life Management Institute

Drake University

Des Moines, IA

2002

AWARDS AND RECOGNITIONS

Dean's List, Drake University

Alumnae Spotlight, Blue Magazine, Drake University

2 Spot Awards for Excellence in Performance, Principal Global Investors

Rookie Affiliate of the Year Award, Dress for Success Des Moines