

## PROFESSIONAL EXPERIENCE

### **Happy Medium > Interactive Director | Des Moines, Iowa > July 2014 – Present**

- Lead the interactive team of six by providing new opportunities, focusing on growth and striving to be the best interactive team there is
- Create process improvements and analyze workflow for the agency
- Actively manage new business opportunities and assist in proposal writing with account team
- Consistently research and stay up to date on digital trends to assist clients in developing digital strategies

### **Iowa Chapter of the American Marketing Association > President | Des Moines, Iowa > July 2014 – Present**

- Strategically lead 23-member board by executing annual chapter plan goals with a focus on professional development
- Advise and lead committees to offer top-notch programming and events
- Spokesperson for AMA Iowa across the state and in different mediums to reach marketers with our brand message
- Member of leadership team for AMA Iowa and responsible for reporting to headquarters on annual budget and chapter plan

### **America's Family Coaches > Independent Contractor | Des Moines, IA > February 2012 – Present**

- Manage and execute social media strategy, copywriting projects and email campaigns

### **Director of Marketing & Communications | Des Moines, IA > February 2011 – February 2012**

- Directed integrated communications, marketing strategy, public relations and communication activities
- Developed creative communications and marketing plans for events and company initiatives
- Managed website content, social media marketing and advertising initiatives
- Copywriter and editor of engaging content for print, web, electronic and organizational communications
- Managed and designed print, collateral pieces and web graphics
- Provided direction and implementation to creatively expand social media presence and engagement
- Supervised four employees on projects, timelines and budgets

### **TMG Financial Services > Senior Marketing Specialist | Des Moines, IA > February 2012 – June 2014**

- Led and developed projects for the continuous improvement of the organization including focus on strategic, operational and financial growth opportunities that drove acquisition and retention
- Developed marketing and communications including strategy development, project management, budget and response projections, design, copywriting, list management, printing and results analysis
- Implemented successful marketing programs across all channels for direct to consumer and business to business channels
- Executed marketing campaigns accurately, on time, with proper approvals and within budget
- Assisted in the development and management of annual marketing budget; managed project and program costs within established budget to ensure effective, efficient, on-plan marketing spend
- Built relationships with key internal and external stakeholders that drove marketing strategies and tactics
- Led, developed and executed crisis communications and public relations activities

### **Trilix > Project Manager | Public Relations & Social Media Manager | Johnston, IA > August 2009 – January 2011**

#### **Promoted to Public Relations & Social Media Manager > August 2010 – January 2011**

- Partnered with Public Relations Director to develop and execute strategic plans for clients online and in traditional media outlets including pitching, media alerts, media lists and event management
- Responsible for developing and executing digital content for clients
- Managed agency communications including copy for blogs, social media, monthly e-newsletter and website updates with relevant information and news
- Administered quarterly client public relations analysis to direct future communication and publication investments for agency's largest agricultural client
- Executed on-site media relations and social media for client Stine Seed at 2010 Farm Progress Show

#### **Project Manager > August 2009 – January 2011**

- Assisted with development and implementation of client strategic plans and campaigns including traditional advertising (print, radio, TV, interactive/online, public relations) and social media
- Managed projects with internal team and vendors by coordinating deadlines and assignments with all departments including interactive, programming, design, public relations and media
- Project lead of agency's largest client event, World Pork Expo, and executed deliverables including print, TV, radio, sponsorships, social media, signage and on-site event management
- Supervised vendor relationships and managed project estimating, deadlines, production and coordination of project materials and necessary files with various vendors
- Account lead for client account with \$125,000 media budget
- Oversaw billing and relationships for direct to consumer and business to business clients

### **Weber Shandwick Worldwide > Administrative Assistant | Chicago, IL > May 2008 – August 2009**

- Facilitated day to day account management operations and logistics to execute consumer public relations and consumer marketing programs around the country that garnered over 212 million media impressions annually
- Reported directly to the President of North America, responsibilities included new business assistance, travel arrangements, scheduling and other duties as assigned
- Collaborated with national vendors on various projects including video creation, printing and graphics

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## EDUCATION AND CERTIFICATIONS

### Northwestern College, Orange City, IA > May 2008

Bachelor of Arts, Business Administration, Concentrations: Marketing and Human Resources, Graduated Cum Laude

### Professional Certified Marketer > American Marketing Association > May 2012

## VOLUNTEER AND LEADERSHIP EXPERIENCE

- Iowa Commission on Volunteer Service, Employer Volunteer Initiative > *Co-Chair* > August 2014 – Present
- Iowa Chapter of the American Marketing Association Board Member
  - *President* > July 2014 – Present
  - *President-Elect* > July 2013 – June 2014
  - *Vice President of Programs* > July 2012 – June 2013
  - *Director of Programs* > July 2011 – June 2012
  - *Assistant Vice President, Treasurer* > October 2009 – June 2011
- Solidarity Microfinance > *Advisory Committee Member* > May 2014 – Present
- Community Connect Intergenerational Mentorship Program > *Class Member* > January 2014 – May 2014
- Greater Des Moines Leadership Institute
  - *Community Leadership Program Class Liaison* > August 2013 – May 2014
  - *Steering Committee Marketing Co-Chair* > October 2012 – May 2013
  - *Greater Des Moines Leadership Institute Class of 2013* > August 2012 – May 2013
- Team Wasike Community Event > *Event and Planning Committee Member* > Fall 2012
- Dowling Catholic Club Volleyball > *Volleyball Coach* > Fall 2009 – Spring 2012
- Great Pumpkin Party, Valley Church > *Volunteer Coordinator* > Fall 2010 and Fall 2011
- Iowa Farm Grown > *Personal Blog* > August 2012 - Present
- Aquaculture Sustainability Project > Nisporeni, Moldova > August 2007
- Microfinance Project > Bluefields, Nicaragua > March 2007

## HONORS AND EXPERIENCES

- AMA Iowa, 2nd Most Influential Board in 2015 Des Moines Business Record Book of Lists
- Business Record Industry Trends Article Contributor, Sales & Marketing, January 2015
- Business Record Article Feature, November 2014
- Business Record Economy Outlook Article Contributor, Sales & Marketing, January 2014
- National Public Radio Guest, October 2014
- AMA Iowa She-Suite Program Panel Moderator, May 2014
- Houston AMA Crystal Awards Guest Judge, May 2014
- KRNT Radio Guest, 2013 and 2014
- AMA Iowa, 3rd Most Influential Board in 2014 Des Moines Business Record Book of Lists
- American Marketing Association Summit Leadership Conference Presenter
- American Marketing Association 2013-2014 Leadership Excellence, Membership Excellence, Programming Special Merit, AMA Iowa
- American Marketing Association 2012-2013 Chapter of the Year, AMA Iowa
- American Marketing Association 2011-2012 Chapter of the Year Runner Up, AMA Iowa
- 2012 and 2014 American Marketing Association Summit Leadership Conference Presenter
- American Marketing Association 2010-2011 Special Mentions in Membership and Programming, AMA Iowa

## COMPUTER SOFTWARE AND DIGITAL SKILLS

Microsoft Office (Word, Excel, Outlook, PowerPoint, Publisher), SAP, Adobe Photoshop and InDesign, Quark, Acrobat Reader, AdAssist, MyMediaInfo, Twitter, Facebook, LinkedIn, Instagram, Snapchat, Google+, Blog Platforms and Content Development, Website Content Management Systems

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