

I am a motivated, positive and extroverted person that naturally enjoys working with people. I have experience in both marketing and real estate and have strong communication and organizational skills. I have a keen ability to improvise, initiate and implement and am an extremely goal-oriented problem solver.

Employment

September 2014-Present Coldwell Banker Mid-America Group, Realtors® West Des Moines, Iowa
Senior Marketing Director, Licensed Realtor®

Develops, executes and manages overall company marketing plan including contract negotiation, social media, event coordination, external and internal communication strategies, departmental planning and recruiting, supervises marketing department staff, researches, trains and implements new tools and resources to better build sales associate business, and assists individual sales associates in creating marketing plans and campaigns.

August 2008-Present RED Event Planning and Design Des Moines, Iowa
Owner

Built an event coordination and design company coordinating both corporate and personal events for a wide variety of clients, formulated budgets and money-saving ideas, produced detailed timelines for individual events, recruited and negotiated with top event vendors, designed event decorations, marketed to potential clients, composed all marketing materials, and anticipated the needs of the client from the planning stage through culmination.

November 2012-September 2014 Fairway Independent Mortgage Urbandale, Iowa
Marketing Coordinator, Licensed Loan Originator

Conceptualized strategies and processes for a streamlined client experience, assessed loan applications, initiated client meetings and calls, advised on loan products, directed clients on credit-building action points, composed necessary press releases, email blasts, blogs and client and internal communications, compile necessary legal documents for each loan package, ensured excellent client communication and satisfaction.

November 2010-March 2013 Acquire Magazine West Des Moines, Iowa
Acquire Magazine Manager and Editor

Managed start-up real estate advertising magazine turning it into Des Moines' leading real estate advertising magazine, wrote magazine editorials and copy, sold advertisements to a variety of real estate-related people and businesses, composed necessary press releases, email blasts and internal communications documents, spoke and presented publicly on behalf of Acquire and developed strategies to make Acquire profitable.

May 2008-April 2010 *Iowa Department of Natural Resources* *Brighton, Iowa*

Lake Restoration Program Communications Coordinator

Coordinated and developed all communication efforts for the Lake Restoration Program, composed communication materials (press releases, quarterly program newsletters, displays, PowerPoint presentations, etc.), recruited and organized community watershed councils, scheduled, prepared, attended and presented at both public and agency meetings, and followed-up with staff and public to assess effectiveness of efforts based on pre-determined goals and objectives.

January 2006-April 2008 *Nova Cinemas* *Sandwich, Illinois*

Marketing Assistant

Structured marketing plans for future theatre developments through theatre openings, conducted market research on a community level, developed marketing and promotional materials, organized theatre-opening events, and created public awareness for the theatres through different media interactions.

Experience

January 2014–Present *TRIPP Foundation* *Des Moines, Iowa*

Committee Member

January 2014–Present *American Marketing Association* *Des Moines, Iowa*

Member

September 2015–April 2016 *Women’s Leadership Development Program* *Des Moines, Iowa*
Graduate

March 2016–Present *P.E.O, Chapter V* *Des Moines, Iowa*

Philanthropy & Fundraising Chairperson, Member

January 2017–Present *Des Moines Art Center* *Des Moines, Iowa*

Volunteer

July 2017–Present *City of Johnston* *Johnston, Iowa*

Tree Board Member

August 2017–Present *Des Moines Area Association of Realtors®* *Des Moines, Iowa*

Banquet Committee, Member

Education

December 2007 *The University of Iowa* *Iowa City, Iowa*

- B.A., Journalism and Mass Communication
- Member of Phi Eta Sigma Academic Honor Society
- National Scholars Honor Society Member