

**PROFILE**

Accomplished, senior communications professional with a record of success and proven skills in integrated communications strategy, media relations, digital strategy, creative development, event management, and development of new business, known for providing creative, innovative, enthusiastic and forward-thinking leadership in a team environment.

SELECTED EXPERIENCE BY INDUSTRY**Strategic Planning and Counsel**

- Start-Thinking had not hit its stride. Key agency strengths were identified and a new business strategy was developed. Efforts attracted clients with needs that better matched core competencies of the agency and revenue increased by more than 300 percent in 22 months.
- A large philanthropic organization in Los Angeles was believed to be a prospective target of terrorists on 9/11. Counsel provided to the C-suite resulted in rapid information sharing and a detailed crisis plan that calmed and informed employees and other constituents.
- Social:IRL was created to provide in depth education on digital and social media. Relationship building and strategic content development positioned the start-up for growth and profitability in its first year.

Consumer Products and Services

- News Corp relied on its 20th Century Fox Home Entertainment division to distribute DVD titles and other licensed merchandise. Domestic and international products developed for the "Ally McBeal," "Buffy the Vampire Slayer," and "The Simpsons" brands significantly grew the respective franchises and contributed to the corporation's profits.
- An artisan chocolatier wanted to ensure her second year in business was as strong as her first. An aggressive media relations campaign and consultation on new product development resulted in substantial sales growth, the formation of important relationships with wholesale buyers, distribution with a national grocer, and inclusion in the catalog of a purveyor of fine food.
- A men's grooming salon had a tarnished image as a result misbranding and a federal lawsuit alleging trade dress infringement. Adjustments to the company's name and customer facing communications refreshed and repositioned the business, generated renewed interest, and drove sales. Media relations deflected media coverage of the legal proceedings and outcome.

Education

- Butler Community College Foundation lacked a strong identity and had a scattered approach to how it was communicating. A comprehensive communication audit revealed and addressed weaknesses in its communication tactics. The strategic plan that was developed and implemented was the root of a 20 percent increase in new gifts.
- The Emmanuel Academy of Beverly Hills is a Judaic institution made up of five schools covering the growth and development of children from toddlers to teenagers and includes a religious school. New branding materials and a refined admissions protocol generated an increase in applications by 10 percent in the first year and improved the process of selecting qualified students.
- Wichita State University was losing prospective theater students to other universities. The formation of special scholarships for high school upperclassmen was combined with aggressive marketing and a redesign of a summer apprentice program to successfully recruit new students.

Health and Wellness

- A California tax increase was approved to fund the world's first comprehensive tobacco control program. Aggressive advertising, public relations, and POS campaigns helped the California Department of Public Health make significant advances in achieving a tobacco-free California.
- A mayor wanted to pass a smoking ordinance. Conceptualization and implementation of the Clean Air Bel Aire campaign resulted in the adoption of an ordinance in less than six months.
- Wichita was declared one of the least friendly cities for cyclists. Organized efforts to promote Bike to Work Day resulted in increased awareness of and participation in community cycling events, and helped persuade city and county government to fund bike lanes and bike paths.

Lifestyle

- The publisher of *Wichita* magazine wanted to establish the magazine as required reading in high income and otherwise influential households. Staff development, introduction of specific editorial features, special events, and other promotions positioned the publication as the city's premier influencer of a high standard of living.
- Board of Rabbis of Southern California set an agenda to encourage interfaith learning. A one-day lay leader conference, citywide panel discussion, and other hands-on learning opportunities were conceptualized and produced to cultivate lay leader learning throughout Los Angeles.

Sports & Entertainment

- The AAPBL was a minor league basketball league comprised of 10 teams, split into two divisions. A comprehensive communications strategy included promotion of a summer league/training camp, publicizing a dispersal draft for the CBA and NBDL and managing the negative publicity surrounding the owner's abrupt shut down of the league.
- Wichita Association for the Motion Picture Arts needed financial support, films, and to educate its prospective audience on what to expect from its inaugural film festival. Procurement of 90 percent of the budget through cash sponsorships, acquisition of 50 percent of the film content, and development of primary promotional messages ensured the festival's profitability.
- Film Festivals rely on special events as a major source of revenue. Design and production of red carpet film premieres, Moving Pictures art auction, celebrity tributes, and other special events for Los Angeles Film Festival and AFIFest increased revenue and fostered relationships with sponsors, major donors and film industry professionals.

Travel & Hospitality

- The largest biometric identity verification program for airport security wanted to increase its visibility in the Denver area. A mobile engagement program connected the company with prospective members, doubled its Facebook friends and Twitter followers, and yielded a sharp increase in new members.
- A travel company wanted to engage prospective tourists in San Francisco. An interactive travel guide was developed to provide a destination preview from desktops or mobile devices.
- Plagued by reoccurring negative publicity, a special interest museum was unable to attract enough visitors to remain in operation. Building programming and media stories around a traveling exhibit repositioned the museum as attractive, interesting, and vital to the community.
- Local participation in *Smithsonian* magazine's Museum Day was limited to two museums and fewer than 100 visitors. Managing museum enrollment and leveraging relationships with private sector businesses and media grew the number of participating museums to 18, and the number of visitors to more than 8,000 in three years.

CAREER CHRONOLOGY

Start-Thinking, LLC | Managing Partner

Wichita, KS & Denver, CO | 2005 - present

- Provided senior level professional counsel to clients and company personnel.
- Supervised, prepared and approved proposals, plans and evaluations; assisted team in budgeting and implementing programs, insuring high standards of professional service.
- Recruited, trained, mentored, and supervised all personnel; conducted employee evaluations; planned and executed an aggressive individual in-service training program; designed and implemented a robust intern program.
- Maintained effective relationships with employees to maximize two-way communication, job satisfaction, and high-level job performance.
- Created and maintained a high level of awareness in the marketplace of the company and its team.
- Maintained positive relations with clients, vendors, media, shareholders, and other groups that affected the company and its profitability.
- Identified and coordinated early logical solutions to business problems and challenges.

Botanica | Director of Communications

Wichita, KS | 2004 - 2005

- Managed day-to-day communication activities including research, planning, implementation and evaluation of communication tactics, paying careful attention to budgets, resources, and deadlines.
- Coordinated and supervised staff and vendors needed to carry out requirements of communication tactics; insured quality cost-effective implementation, within budget and on time.

KSB Group | Principal

Los Angeles, CA | 1998 - 2004

- Provided counsel and service to clients according to acceptable standards of the communication profession.
- Prepared and implemented effective, efficient, and comprehensive communication programs and plans that were well organized and well written, with detailed time and dollar budgets appropriate to client needs and reasonable with regard to resource utilization.
- Supervised and managed practitioners and vendors needed to carry out client service requirements; insured quality cost-effective service, within budget and on time.
- Sought new business and strengthened existing client rapport.

Communication Specialist | freelance

Los Angeles, CA, Wichita, KS | 1994 - 1998

- Managed day-to-day client activities including research, planning, implementation, and evaluation of integrated communication activities, paying careful attention to budgets, resources, deadlines, and client records.
- Prepared and implemented communication programs and plans that were appropriate to client needs and reasonable with regard to resource utilization.

EDUCATION

Accredited in Public Relations

Wichita State University | Wichita, KS | BGS Communication, Art, Theatre | Certificate in Film Studies

Texas A&M University | College Station, TX | Environmental Design