



DEVELOPMENT | PUBLIC AFFAIRS | COMMUNICATIONS



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## EDUCATION

### MASTER'S DEGREE

Marketing & Communications  
Franklin University  
2011 – 2012

### BACHELOR OF SCIENCE

Communications  
Miami University  
2004 – 2008

## SKILLS

Public Relations  
Fundraising  
Graphic Design  
Legislative Analysis & Compliance  
Event Planning  
Project Management  
Corporate Communications  
Board Management  
Public Speaking

## AWARDS

### WHO'S WHO IN BLACK COLUMBUS

2013, 2015

### INNOVATIVE TO MOTIVATE AWARD

2012 - Recognizing innovation in the grassroots and PAC professions. Previous winners include companies like Pfizer, Southwest Airlines and the American Heart Association

## PROFILE

With nearly 10 years of experience, I'm best known for my ability to strategically and quickly transform tenured programs into high producing and profitable organizations. I excel in creating internal and external public relations campaigns utilizing a variety of vehicles such as radio, television, print and digital. My success in collaborative communication approaches produce developmental wins in upwards of 60% annually. Lastly, my capacity to understand complex legislative and regulatory policies aids in bridging the gap between business partners and communities.

## PROFESSIONAL EXPERIENCE

### DIRECTOR, DEVELOPMENT & PUBLIC RELATIONS

I Know I Can/ 2015-Present

- Implemented continuous improvement policies to restructure, modernize and build a diversified development plan for organization's yearly budget of roughly \$5 million
- Cultivated relationships with current and prospective individuals, corporations and elected officials to elevate I Know I Can's highly visible community profile
- Directed the advancement of I Know I Can's entire public relations program including the production of all social media, newsletters, press releases, annual reports, website content, collateral materials and special publications
- Increased annual giving contributions by more than 50% via complete revamp of annual giving solicitation and stewardship strategies

### DIRECTOR, CORPORATE PHILANTHROPY

Nationwide Children's Hospital/ 2014-2015

- Served as the primary liaison & spokesperson between the international children's nonprofit, Children's Miracle Network Hospitals, and Nationwide Children's Hospital
- Managed local fundraising initiatives by actively working with nearly 100 national corporations like Walmart, RE/MAX, Speedway and Marriott, which raised \$2 million annually
- Executed special donor fundraising events with local radio and television partners such as Sunny 95, Power 107.5 and 10TV; increasing total fundraising impact by 10% - 60% within first year of employment for top-line growth
- Implemented and designed targeted cause-marketing campaigns to reach growing multicultural and Hispanic populations throughout central Ohio and the surrounding 20 counties



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## PROFESSIONAL AFFILIATIONS

American Enterprise Institute  
2015-Present

Association of Fundraising Professionals  
2014-Present

Public Affairs Council  
2013-2014

## COMMUNITY SERVICE

The Women’s Fund of Central Ohio  
2014-Present

The John Glenn College of Public Affairs  
2013 – Present

Girl Scouts of the U.S.A.  
2006-2014

## EXPERTISE

Nonprofit Development  
Strategic Communications  
Presentations  
Social Media  
Community Relations  
Government Affairs

## EXPERIENCE CONTINUED

### MANAGER, PAC CAMPAIGN & FINANCE

Nationwide Insurance/ 2012-2014

- Managed Nationwide’s political giving program of roughly \$2 million, focusing on employee solicitations, managing special events, instituting ongoing stewardship initiatives and working with volunteer PAC ambassadors and executive sponsors
- Delivered executive communications and presentations to market the benefits of Nationwide’s political programs by writing relatable solicitations, which were distributed on behalf of the CEO and senior leaders for annual campaign
- Was responsible for over 1,000 political compliance reports on a local, state and federal level for all PAC disbursements and receipts
- Simultaneously coordinated and organized logistical aspects of multiple quarterly grassroots teleconferences and in-person meet-and-greets with political candidates and celebrities in efforts to increase overall political engagement

### COORDINATOR, EXECUTIVE RECRUITING

Nationwide Insurance/ 2011-2012

- Managed multiple high volume tasks and action items regarding the executive candidate lifecycle including communication, branding, candidate experience, data management and offer letter development
- Worked collaboratively and openly with all levels of internal staff as well as outside vendors to assist with Nationwide’s executive recruiting process

### STAFF ASSISTANT

U.S. Senator, George V. Voinovich/ 2008-2010

- Drafted editorial columns distributed to local, state and national media markets to better strengthen constituents’ understanding of legislative and mainstream issues
- Assisted constituents and special guests of Senator Voinovich by administering over 500 tours per year of U.S. Capitol Building and historic sites in Washington, D.C.