

## PROFESSIONAL SUMMARY

Communications marketing leader with 20,000+ hours of multifarious experience at prominent organizations and institutions. Known for leadership, conflict management and problem solving. Proven track record of crafting effective communications marketing strategies, engineering campaigns that align with business strategies and goals, engage audiences, earn trust and deliver results. Demonstrated ability to collaborate with government, civilian and corporate stakeholders. Masterful time management skill with keen sense of urgency. Multiple priorities handled concurrently, meeting all deadlines while working independently or leading teams.

### ***Areas of Strength and Expertise:***

Leadership	Social Media Strategy	Storytelling	Wrike Project Management
Conflict Management	Digital Marketing	Speech Writing	SocialChorus Software
Problem Solving	Blogs and Newsletters	Public Speaking	AppSpace Digital Signage
Presentations	Copywriting	Story Mining	HubSpot Software

## EDUCATION

<b>Master of Business Administration, Management (Entrepreneurship &amp; Innovation)</b> – Wayne State University	<b>2021</b>
<b>Master of Arts, Communication (Public Relations/Organizational)</b> – Wayne State University	<b>2018</b>
<b>Bachelor of Arts, Communication</b> – Oakland University	<b>2015</b>
<b>Professional Certificate, Military &amp; Strategic Leadership</b> – Community College of the Air Force	<b>2005</b>

## COMMUNICATION & MARKETING EXPERIENCE

**Ford Motor Company** – Dearborn, MI **2020 – present**  
**Communications Consultant (Communication System Coach), Contract**

- Built and launched internal communication campaigns, using blogs, newsletters and other storytelling tools and story mining, across 5 plants concurrently, reaching >3,500 employees at Dearborn Stamping, Dearborn Diversified Manufacturing, Dearborn Tool & Die, Dearborn Engine Plant and Woodhaven Forging Plant.
- Served as liaison between salaried and hourly workers, the UAW and Ford's corporate office, acting as first line of communication with employees.
- Used SocialChorus and Facebook to track local "hot topics" regarding Ford to ensure that the company is at the forefront of discussions.
- Crafted leadership messages and presentations to address employees with company and location specific information, using AppSpace digital signage and other channels/tools.
- Managed new and special vehicle internal promotional events: 2021 Ford Bronco launch; 2021 Ford Mach-E; 2022 Ford F-150 Electric.

**The University of Toledo** – Toledo, OH **2019 – 2020**

### **Marketing Communications Strategist, Office of Marketing and Communications**

- Led and managed 4 indirect reports, overseeing the internal marketing activities of the Division of Student Affairs, University Libraries, Academic Support Services and the Office of Diversity & Inclusion.
- Planned, developed and executed communications and marketing campaigns that built trust and promoted strategic communication objectives among >20,000 students and other university stakeholders.
- Built and launched 60+ student facing internal marketing campaigns, utilizing Wrike project management, social media, event planning, video, print materials and other strategic storytelling tools/tactics.
- Demonstrated advanced oral and written communication skills, regularly delivering spoken presentations and written reports to >10 senior administrators.
- Demonstrated copywriting and editing proficiency across 60+ marketing campaigns.

**General Motors** – Detroit, MI **2017 – 2019**

### **Communications Coordinator, Global Product Group**

- Managed all internal communications at the GM Pontiac Engineering Center, producing newsletters and coordinating announcements to over 4,000 employees weekly.
- Provided executive communications counsel to the vice president, GM Global Propulsion Systems resulting in enhanced understanding of organizational direction among employees and improved morale.
- Managed all GM supplier publicity requests (5 to 10 per week), acting as the gatekeeper for usage and mention of GM brands, products and other GM likeness in supplier publications.

### General Motors

- Built and launched GM Supplier Diversity communication campaigns activities, significantly increasing awareness of supplier diversity initiatives both internally (>80,000 employees) and externally, resulting in increased trust among GM stakeholders.
  - Secured front-page coverage of GM Supplier Diversity story in prestigious *Automotive News* publication.
- Managed all 2017 Supplier of the Year (SOY) Award communications, ensuring seamless communicative alignment with more than 140 SOY award winners.
- Drafted speeches and scripts for senior executives including CEO, Mary Barra.

### Watkins & Shepard – Missoula, MT

2011 – 2017

#### Senior Manager, Marketing Strategy

2015 – 2017

- Led and managed a team of marketing professionals in designated specialty areas (i.e., design, video, content, PR, digital), resolving longstanding interpersonal conflicts and cultivating efficacious teamwork/collaboration.
- Evaluated effectiveness of extant marketing initiatives and led the design of marketing strategies that increased market share 8% and visibility in target markets 20%.
- Functioned as a member of the senior management team, solving strategic planning and implementation problems.
- Generated \$1.4M new business through development of lead generation programs.
- Recognized for strong work ethic and leadership. Received promotion from driver trainer to senior manager, marketing strategy upon completion of bachelor's degree.

#### Driver Trainer

2014 – 2015

- Successfully vetted and trained 50+ Class-A CDL truck drivers, with less than 5% first-year attrition.

#### Professional Driver

2011 – 2014

- Achieved 432,000+ miles of safe vehicle operation, earning multiple awards for fuel efficiency and maintenance savings.

### United States Air Force – Charleston Air Force Base, SC

1999 – 2003

#### Air Force Public Affairs, Communications Specialist

- Promoted public knowledge and understanding of Air Force missions, organizations and capabilities.
- Delivered candid and timely communication counsel and guidance to Air Force leaders.
- Researched, planned, executed and assessed communication strategies and activities.
- Developed strong working relationships with local, national and international media representatives.

### INTERNSHIPS

#### Dow Chemical Company – Midland, MI

2017

#### Graduate Intern, Business Communications

#### Focus: HOPE – Detroit, MI

2015

#### Fall Intern, Public Relations & Communications

### ADDITIONAL MILITARY EXPERIENCE

#### Michigan Air National Guard – Selfridge Air Base, MI

2003 – 2011

#### C-130, Loadmaster | KC-135 In-Flight Refueling, Operations Manager

- Successfully planned and supervised 200+ in-flight refueling missions; high-risk operations involving the transfer of fuel from one aircraft to another during flight.
- Led team of more than 10 Airmen in the execution of sensitive airfield operations (including the handling of classified encryption material), ensuring the safe execution of military missions critical to national security.

### CERTIFICATIONS AND AWARDS

- **Inbound Marketing Certification** - HubSpot Academy.
- **Contextual Marketing Certification** - HubSpot Academy.
- **Content Marketing Certification** - HubSpot Academy.
- **Email Marketing Certification** - HubSpot Academy.
- **Competent Communicator Award** - Toastmasters International.
- **Competent Leader Award** - Toastmasters International.
- **2016 Writing Excellence Award, Oakland University** - Analytical Essay Category, 1<sup>st</sup> Place.
- **Building Online Networks Certification** - Wayne State University Graduate School.
- **Negotiation Skills Certification** - Wayne State University Graduate School.