

Marketing & Communications Management

Vision-driven and results-oriented professional with 10 years of experience implementing robust marketing campaigns and managing strategic communication across a variety of channels.

Proven track record of creating engaging marketing concepts to captivate a wide range of target audiences. Demonstrated expertise in leading dynamic projects and augmenting brand awareness to maximize long-term success. Expert in writing and editing content for various communications channels, including digital, print, presentations, videos, and newsletters. Skilled in collaborating with key stakeholders and leveraging strong business acumen to negotiate and finalize successful contracts. Proactive at providing insightful recommendations to senior management to drive continuous improvement.

Areas of Expertise

- Internal Communications Strategies
- Marketing Campaign Planning
- Content Creation
- Project Planning & Delivery
- Collateral Development
- Contract Negotiation
- People Management
- Stakeholder Engagement
- Team Leadership

Career Experience

National Military Family Association, Alexandria, VA

Jul 2013 – May 2023

Deputy Director of Marketing

Planned and executed marketing and brand strategy to expand organizational presence and outreach via usage of website, social media, and email. Monitored and met Memorandum of Understanding (MOU) and contract requirements for funding and maximized press/media exposure for NMFA, national sponsors, and defense and federal agencies. Executed all video content, created storyboards, developed scripts, and spearheaded projects throughout entire video production cycle. Directed creative team, mentored staff, and developed individual skillsets and professional growth of Graphic Designer, Email Manager, and Content Manager through daily performance oversight. Collaborated with creative agencies, contractors, and freelancers for outsourced collateral, acting as point of contact from onset to final delivery of assets and invoicing. Monitored and reconciled expenses of budgeted funds by assessing fiscal requirements and creating budgetary recommendations.

Key Achievements:

- **Implemented and maintained internal communications strategy**, based on organization's overall strategic plan and goals, to ensure leadership, Board members, and staff were consistent in messaging, branding, and mission-driven vision.
- **Achieved 500% open-rate increase of monthly video newsletter email series** through unique and dynamic scripting and on-screen delivery.
- **Decreased bounce rates from 4% to 1% in six months** and maintained average open rate of 44% by devising and implementing new email marketing strategy.
- Co-managed marketing and communications department **annual budget of \$165K**.

Senior Content & Marketing Manager

Expanded Association's presence and solicited donations by curating unique messages for multi-platform implementation, like online platforms, website, email, and print. Led development of all print and digital marketing campaigns, fundraising appeals, brochures, website content, and promotional items. Maintained 227K constituent database, designed and tested emails in Constant Contact. Managed blog by writing articles, scheduling editorial calendar, and ensuring regular content contributors. Wrote and edited testimony, association publications, external content, and grant proposals and reports. Conceptualized and developed visual components to support campaigns, appeals, and other outreach efforts by collaborating with Graphic Designer. Assisted Deputy Director of Marketing in executing strategies for communicating with audience.

Key Achievements:

- **Facilitated fundraising (\$4 million+ annually) and ensured \$300K+ increase in donations** by creating innovative and integrated marketing concepts, executing campaigns, and developing collateral.
- **Optimized open rates from 8% to 28%** on 4.5M deployed emails per year by implementing and leading improved email marketing strategy.
- **Enhanced video and photography quality** by collaborating with necessary vendors; negotiated contracts and met budget requirements.
- **Created unique copy for more than 100+ projects** across multiple print/digital channels, including collateral for events, grant requirements, and advocacy efforts.

Content Development Manager

Developed curated content, like web articles, op-eds, and blog posts, for online publications, such as Washington Times, Huffington Post, The Cipher Brief, and Stars & Stripes Magazine. Wrote and edited web copy, press releases, media kits, grants, executive scripts and talking points, and internal employee communication outreach. Represented organization in live media, commercial, and video appearances, including Morning Dose (CW 39 in Houston, TX). Developed toolkits, branding, web copy, video content, and other print collateral for NMFA's Education Revolution initiative worth \$500K. Cooperated with graphic designer to introduce design for advertisement in USA Today, The Hill Magazine, TLC's Say Yes to the Dress, and on Reuter's billboard sign in heart of Times Square.

Key Achievements:

- Supported to launch "More Than a Spouse" program, a first-of-its-kind public relations campaign and received **Honorable Mention at 2016 Digital PR Awards**.
- **Successfully launched NMFA's experiential marketing strategy** in 2019.
- Created viral web article about military presence in Syria; **325K page views, 9,800 Facebook shares, 28K Facebook likes, and 625K+ organic reach**.
- **Digitalized processes by designing unique programming for seven programs** after COVID to facilitate communication, connection, and online program implementation
- **Generated over \$400,000 in donations** by conceptualizing and developing successful year-end fundraising appeals.

Additional Experience:

Online Engagement Manager at the National Military Family Association 2013-2014

Interstate Program Specialist at Virginia Department of Social Services 2011-2013

Child Support Specialist II at Oklahoma Department of Human Services 2009-2011

Education

Bachelor of Science in Criminology, Minor in Psychology • 2008 | Florida State University, Tallahassee, FL

Certifications

Diversity, Equity, & Inclusion in the Workplace, University of South Florida, Ongoing

SEO Certification, HubSpot Academy, Issued Feb 2023

B2B Content Marketing Strategy, LinkedIn Learning, Issued May 2023

Convio Luminate Online Fundamentals, Blackbaud, Issued 2015

Technical Proficiencies

Microsoft Office Suite | Adobe Creative Suite and Graphic Design Applications | Project Management Platforms | Constant Contact and Mail Chimp | Social Media Platforms | Salesforce