

Marketing & Project Management professional with extensive nonprofit experience across the nation

CAREER HIGHLIGHTS

Marketing and Public Relations

- Created and directed marketing strategy (advertising, direct, digital/social); managed \$82,000 expense budget; and supervised five-person staff for 2014 Intiman Theatre Festival, achieving 137.6% of revenue goal
- Successfully pitched and coordinated logistics for numerous national media placements, including the TODAY Show, Food Network, New York Times, Playbill.com, and major local TV affiliates, e.g., NBC KING5 (Seattle)
- Created, managed strategy, and curated content for numerous websites and social media channels, including video testimonials, photo essays, and blog content

Project and Event Management

- Led cross-functional team from numerous departments at Intiman Theatre and Fred Hutch for innovative cross-sector collaboration to raise awareness for HIV/AIDS research, generating major media coverage and \$18,000 in door donations over three weeks
- Managed event logistics, recruited volunteers and service providers, and led grassroots fundraising for three JDRF Walks to Cure Diabetes, generating \$750,000 for diabetes research
- Coordinated efforts and interests of multiple stakeholders to convene a wide range of events, from press conferences and opening nights to intimate, in-home fundraisers and large-scale, high-profile public events

Program Development

- Created low-cost, high-flexibility subscription model for Balagan Theatre, nearly doubling revenue in second year
- Revised membership program at ArtsEd WA, increasing revenue 64 percent in one year
- Restructured Intiman Theatre annual fundraising campaign to emphasize new and increased gifts, exceeding \$100,000 goal

WORK HISTORY

Purple Carrot Communications | Bellevue, WA | 2009-16

Marketing Consultant & Publicist

Clients include drag superstar Jinkx Monsoon, 5th Avenue Theatre, Seattle Arts & Lectures, Seattle Repertory Jazz Orchestra, and Velocity Dance Center

Intiman Theatre | Seattle, WA | 2014-15

Director of Communications & Fundraising

Balagan Theatre | Seattle, WA | 2011-14

Director of Marketing & PR

ArtsEd Washington | Seattle, WA | 2008-09

Communications & Membership Manager

Mystic Seaport | Mystic, CT | 2004-06

Assistant Publicist

JDRF | Hartford, CT | 2002

Special Events Coordinator

Luis Palau Association | Portland, OR | 2000-01

Associate Editor, Marketing & Communications

LRS Architects | Portland, OR | 1999-2000

Marketing Assistant

Steppenwolf Theatre | Chicago, IL | 1999

Interim Publicist & Marketing Intern

EDUCATION

Seattle University | MFA Arts Leadership | 2009-11

Valparaiso University | BA Communications (PR) | 1995-99

TECHNICAL EXPERTISE

Microsoft Excel, Word, PowerPoint, Outlook

Adobe Photoshop, InDesign, and Acrobat

Salesforce CRM

Facebook and Instagram Ads, Google AdWords, AdRoll, Quantcast, Sizmek

COMMUNITY INVOLVEMENT

Service Unit Cookie Manager, Girl Scouts of Western Washington

Lake Hills Elementary School & PTSA | Odle Middle School & PTSA

Bellevue Presbyterian Church | United Methodist Committee on Relief (UMCOR) West Headquarters

Foster Parent (2011-2015)