

PROFILE

Recognized for excellence as a Leader in Storytelling-Based Marketing & Communications Strategy specializing in developing and exploring client ideas through engaging storytelling, weaving words and images into simple narratives that speak to the right people.

EXPERTISE

Consumer Marketing

- Use testimonials and stories to build the brand and attract followers
- Expert in digital & social media storytelling

Team Management

- Identify employee strengths and enhance
- Articulate goals, values, and priorities to set clear expectations and benchmarks

Client Relations

- Customer-first philosophy to retain clients and build a word-of-mouth sales funnel
- Positive customer interactions and conflict resolution strategies

Project Management

- Strategic planning aptitude, setting goals
- High-quality and timely delivery of milestones

EDUCATION

MBA, 2022, University of South Florida, Tampa, FL

BA in Broadcast Journalism,
University of Montana

PROFESSIONAL EXPERIENCE

CrossFit9, St. Petersburg, FL

2013 – Present

Co-Owner, Senior Director of Marketing and Operations

Provide oversight and direction as the owner and chief storyteller for a boutique group fitness club, building a community around the brand, creating an engaging user experience online and in person, and propelling the business forward through strategic planning, budgeting, hiring and training new employees, and various promotional activities. SME in Business Management, Team Management, & Project Management.

Notable Achievements:

- Boosted annual operating margins from negative to over 35% while reinvesting into the business
- Consistently attracts television press coverage in a Top 15 Designated Market Area (DMA), reaching up to 1.6 M viewers, employing customer testimonials and stories to build the brand and attract likeminded followers
- Effectively employed social media to build a community of 7000+ members that engage with the brand and contribute to organic referrals
- Key in talent acquisition and development, hiring, onboarding, and enhancing growth, expanding team from 5 part-time contractors to 5 full-time & 25 part-time contractors & employees
- Implemented business systems designs and rehabilitation to increase a small business from < \$50k annual revenue to \$1M through diversification of income streams and maximizing resources
- Amplified gym membership from 50 to 500 through organic referrals rooted in client testimonials
- Respected for advocating for small business owners in discovering their niche while partnering with brands that benefit the community
- Designed and delivered an engaging training program for coaches that focused on client satisfaction and building a sense of community for gym members

RKC.me, St. Petersburg, FL

2014 – 2015

Content & Social Media Specialist

Conceptualized and implemented multi-channel advertising campaigns that helped clients connect and build a presence with their local communities. Spearheaded a portfolio of fifteen clients, including multi-million-dollar corporations and government agencies.

Notable Achievements:

- SME in B2C and B2B marketing strategy and tactics in an agency, in-house, and freelance settings
- Successfully leveraged annual account budgets of \$0 - \$150k
- Employed a customer-first approach in operations, resulting in unprecedented client satisfaction
- Created a pipeline for new client referrals through word of mouth and client testimonials

Spectrum Bay News 9, St. Petersburg, FL

2010 – 2014

News Producer

Contributed to the planning and execution of news broadcasts. Wrote, produced, and edited news stories for television and the web in the top 20 media markets of Tampa and St. Petersburg.

Notable Achievements:

- Propelled success through 15+ years of experience managing individual and team projects
- Enhanced customer experience via video, photo, audio, & written storytelling
- Promoted as a writer for the Bright House Networks' #1 morning show
- Contributed to viewership growth by maximizing interest via strong writing and visual elements

ADDITIONAL EXPERIENCE

Highline Media, St. Petersburg, FL | **Freelance Content Producer, 2020 – present**

Barrington Broadcasting Group, New Bloomfield, MO | **KRCG Nightside News Producer, 2009 – 2010**

KECI-TV, Missoula, MT | **Morning Producer and Reporter, 2008 – 2009**