

Director of Marketing and Community Relations

Accomplished leader with 15+ years' experience in strategic public relations, marketing, operations, and management.

Solutions-oriented professional with expertise in developing and directing complex strategic plans to increase engagement and build partnerships across diverse populations. An intuitive leader, successful in managing cross-functional teams and driving business solutions to excel at aligning core business and performance goals. Exceptional interpersonal skills capable of communicating with all levels of management, stakeholders, and the public. Serve as a trusted advisor and subject matter expert in identifying performance gaps and implementing corrective action plans to retain key students and maximize opportunities and exposure throughout the community.

Areas of Expertise

● Budgeting / Fundraising	● Team Leadership & Training	● Student Recruitment
● Production Management	● Business Administration	● High Impact Presentations
● Public & Media Relations	● Alumni Engagement	● Public Speaker/Emcee/Host
● Marketing / Promotions	● Community Engagement	● Strategic PR/ Brand Management
● Operations Management	● Event Planning/Production	● Career Planning/Mentorships

Professional Experience

Director of Recruitment, Events and Community Engagement, MSA, Palmetto, FL, June 2010 – Present

Events Director, Faculty Member, Manatee School For the Arts (MSA), Palmetto, FL September 2007 – June 2010

Envision and implement strategic marketing, event planning, and restructuring of the recruitment process including interviewing, selection, and screening strategies for all Admissions. Work in partnership with the Principal and CFO to determine advertising/event/production budgets, requisitions, and account management. Collaborate with cross-functional teams to exceed enrollment, improve admission processes, and drive quality of service to students and alumni.

- ◆ Maximize engagement, interaction, and event attendance by creating campaigns to build interest in arts and academic-focused events while refreshing the school branding and social media presence.
- ◆ Plan, organize, schedule, and execute school production, events, meetings, rehearsals, performances, and community events within time and budget requirements to ensure high attendance and productivity.
- ◆ Provide direct supervision for technical staff, scheduling, and workload to maintain a cohesive workforce.
- ◆ Cultivate new community relationships and increased school recognition by engaging in strategic business outreach and representing the school at community functions and media appearances.
- ◆ Increase networking prospects as the spokesperson and liaison for school events, performances, and fundraising events.
- ◆ Foster partnerships with colleges to educate students about post-secondary opportunities and offerings.
- ◆ Co-Creator and Sponsor of the Student Ambassadors and MSA Events Team, a student-run group responsible for service projects, fundraising, and learning how to run successful school events.

Additional Professional Experience

Director, Mojo Publishing Company, St. Petersburg, FL, 2005 – 2007
Director of Marketing, Chiles Restaurant Group, Anna Maria Island, FL, 2002 – 2005
Corporate Manager / Corporate Trainer, Lonestar Steakhouse and Saloon, Florida, 1997 – 2002
Special Event Performer/Dance Captain, Walt Disney World, Orlando, FL, 1997-2001
Traveling Master Class Instructor/Guest Artist and Choreographer, Nationwide, USA, 1995-present

Education

Master of Business Administration, Louisiana State University, Shreveport Campus, May 2021
Bachelor of Arts in Business Administration; Mass Communications & Marketing, Eckerd College, St. Petersburg, FL
Associate of Arts in Business, Marketing, & Public Relations, Manatee Community College, Bradenton, FL
National Dance Teacher Certification, Dance Masters of America, University of Las Vegas, NV
Technical Proficiency: Microsoft Office Suite | Project Management | SEM | Social Media | Web Content | Canva

Community Involvement and Leadership

National School Public Relations Association Member
Yes We Can Dance! Community Performance Co-Coordinator and Event Producer
National Honor Society Selection Committee
DeSoto Historical Foundation Fashion Show Talent Source
Manatee Chamber Young Professionals Inaugural Board Member
METV Annual Gala and Fundraiser Team Leader
Sarasota-Manatee Originals Marketing Team Leader