

Education

Master of Business Administration

COX SCHOOL OF BUSINESS, Southern Methodist University, Dallas, TX
Full time program, full ride academic scholarship

1998-2000

Bachelor of Arts; Departmental Distinction in Communication Arts-Advertising

SOUTHERN METHODIST UNIVERSITY, Dallas, TX
University Scholar, Communications Honors Program

1987-1991

Experience

Marketing Director

VISIT BELLINGHAM | WHATCOM COUNTY, 904 Potter St. Bellingham, WA 98229
Second-in-charge at destination marketing and management organization serving the 6th largest county in Washington state. Used COVID disruption to reboot overall strategy; launched new website, branding, digital marketing, live chat help interface, data tracking, cultural heritage tourism offerings, email patron journeys, industry resource leadership, and internal collaboration tools (Teams, SmartSheet.com). Patron action focus, data-driven choices. Produced four videos starring Rick Steves.

Nov 2020-Current

Freelance Writer; Business Development | WhatcomTalk.com

NORTH AMERICA TALK, 2962 Limited Lane NW Olympia WA 98502

Dec 2019-Nov 2020

Moved from writing role to full-time work in community business development for online hyper-local media platform.

Interim Editor-in-Chief | Bellingham Alive Magazine

K & L MEDIA, 432 W. Bakerview Rd. Suite 101 Bellingham, WA 98225

Jan-Mar 2020

Stewarded editorial success, wrote, and managed writing staff and interns during the editor's leave of absence.

Associate Executive Director & Marketing Director

MOUNT BAKER THEATRE, 104 N. Commercial St. Bellingham., WA 98225

Sept 2015-Dec 2019

- Served as second-in-charge of 3.4M nonprofit. Supported overall operations, planning and oversight requiring regular interaction with financial reports, contracts, strategies for sustainability, and staffing matters.
- Directly responsible for teams handling sales, branding, communications, inventory management, institutional data, and physical box office operations. Often acted as spokesperson for media and live events.
- Surpassed goals four years running, resulting in a surplus budget and/or contributions to capital fund and renewed community engagement. Used research to understand audience and revenue models while delivering mission.
- Overhauled organization's technology, combining legacy systems into one CRM, migrating 15 years of patron data, rebuilding website, moving to new merchant accounts and technology, and introducing collaborative cloud tools.

Part-time work reflects a period of focus on young daughter

Ballet Instructor/Artistic Director

[PART-TIME] VARIOUS REGIONAL BALLET SCHOOLS, INCLUDING MY OWN BUSINESS

Jan 2009-Current

- Teach ballet curriculum to all ages and levels of ballet students following a syllabus and their individual needs.
- Served as Artistic Director for school with 300 students, planning and overseeing all educational programming, main stage productions, and collaborations with regional arts groups, 2014-15.

Marketing/Business Consultant (remote)

[PART-TIME] BYSTORM SOFTWARE, LLC, 9414 Breckenridge Dr. Magnolia, TX 77354

Dec 2006-Sept 2011

Grew maintenance clients and upgrades. Revamped overall branding, edited user documentation, wrote whitepapers, and updated web. Researched and set in motion new vertical channels; trade event representative.

Manager; Cruise and Tour Product Development and Group Travel Department

AAA OREGON/IDAHO, 600 SW Market St. Portland, OR 97201

Aug 2005-Dec 2006

- Marketed travel products and services for 21 branch locations. Conceived/executed campaigns including direct mail, newspaper, large consumer events, internal and external sales promotions and club publications.
- Drove consistent record sales during my tenure.

Co-Owner; Secretary/Treasurer and Marketing Director

BYSTORM SOFTWARE, LLC, 9414 Breckenridge Dr. Magnolia, TX 77354 (Houston)

Feb 2003-Aug 2005

- Took the business from an idea to a full-blown entity with world-wide users.
- Handled strategy, research, user interface design, all creative, the CRM, and sales funnel building.
- Also responsible for all legal, accounting, and general business items—and generally did the vacuuming.

Operations and Marketing Manager; Historical and Highway Tour Products

SKAGWAY STREET CAR COMPANY, P.O. Box 400 (270 2nd Ave) Skagway, AK 99840

Apr 2000-May 2003

- Successfully developed and marketed domestic and international tour products to cruise line corporate offices and individual visitors. Designed and maintained all promotional materials and website. Increased total passengers carried annually. Directly managed staff of 15-20.
- Scheduled and ran daily operating schedule with over 30 departures and 10+ vehicle fleet. Drove tours 1998-99.

Assistant Promotions Director

HERITAGE MEDIA (WEZB/WRNO/WBYU), New Orleans, LA

Aug 1996-May 1998

- Achieved all-time highs in promotional activity and partnerships. Oversaw more than \$200,000 in giveaways and hundreds of thousands of dollars of added-value advertising to our sponsors. Designed station websites.
- Managed multi-location filming of award-winning TV commercial. Did copywriting, voice work, and was mascot.

Assistant Cruise Director/Hostess (1994-1996) Cruise Staff (1992-1994)

ROYAL CARIBBEAN CRUISES, LTD., 1050 Caribbean Way, Miami, FL 33132

Mar 1992-Aug 1996

- Managed a high-profile position with the passengers and crew, achieving excellent guest ratings and significant repeat passenger rates. Helped plan and run 250 activities per week. Coordinated all aspects of business travel groups and shipboard weddings.
- Shared shipboard living and working environments with co-workers from 54 nations, traveling in Caribbean, European, Mexican, Alaskan and Far Eastern Markets. Acted as stage manager for headlining entertainers on board.

Copywriter

EVERGREEN MEDIA (KODZ/KHYI), Dallas, TX

June 1991-Mar 1992

Created over 600 original advertisements, increased non-agency customer base. Often produced or voiced spots.

Additional

Published Essays:

“Spinning” *North American Review* Issue 303.4, Fall 2018

“The View from the Crowd” *Bellingham Review* Issue 72, 2016 *First Runner Up, Annie Dillard Creative Nonfiction Contest*

Communications & Spokesperson:

- Media liaison for the city and the county for tourism working with national print, regional broadcast, and influencers
- Regularly published on WhatcomTalk.com and in Bellingham Alive on assignment and from pitches, Jan–June 2020
- Consistently interviewed as arts spokesperson on Cascade Radio Group stations, Bellingham, 2015-2019
- Represented AAA Oregon/Idaho as an official media spokesperson for newspaper (*Portland Oregonian*), radio interviews (several stations statewide), and live television broadcasts (KATU AM Northwest), 2005-2006

Technology:

MS Office Suite, Adobe Creative, Web design, QuickBooks and other accounting/invoicing software, networking, file management and security, cloud CRM systems (Salesforce.com / AudienceView.com / Pipeline.com), Google Ads, Google Analytics/Data Studio, all social platforms, digital marketing and list management, collaborative cloud platforms for project management—especially Smartsheet.com, and have directed database design and queries. Excellent data analysis skills.

Continuing Education:

DMA West Tech Summit attendee, 2021 (Virtual); *Children’s Literature Conference* attendee, 2020 (WWU); *Digital Summit* attendee, 2017-2019 (Seattle); *National Arts Marketing Project* conference attendee, 2016 (Americans for the Arts, Austin, TX)

Community Involvement:

- Steward Whatcom County Cultural Heritage Tourism Initiative (2020-22); lead NW PR group; serve as PTSA Secretary 2021-22
- Teach in-person and live virtual ballet classes, often as donated labor for arts schools to profit from continuing ed market
- Have secured items and run charity auctions and built fundraising databases across communities where I’ve lived

Graduate level class coursework topics:

Marketing (Strategy, Media, International)	12hrs	Business Law	3hrs
Finance	3hrs	Managing Multi-Lateral Trade	3hrs
Economics	3hrs	Organizational Behavior	3hrs
International Negotiations	3hrs	Corporate Ethics and Responsibility	3hrs
Accounting and Cost Accounting	6hrs	Statistics	3hrs
Information Technology in Business	6hrs	Operations Management	3hrs
Entrepreneurship and Electronic Business	6hrs	Directed Studies; Strategic Research	3hrs

Completed full curriculum of the following certificate programs:

- Business Leadership Training, SMU, Dallas, Texas
- Business Writing Proficiency, SMU, Dallas, Texas
- Business Presentation Skills, SMU, Dallas, Texas