



## *tl;dr*

I'm a multi-platform strategic marketer who believes in the power of a strong brand message, and the beauty of a cohesive voice. With over 12 years' experience creating compelling content for print and digital media, I crave translating solid strategy into cohesive campaigns to achieve measurable goals. Armed with both fitness and nutrition certifications, my aim is to unite my passion for healthy living with my strategic marketing savvy to help organizations inspire people to live happier, healthier lives.

## *strengths*

- Creative direction & strategic development
- Branding, brand identity & brand management
- Cross-channel marketing
- Software: Photoshop, InDesign, Illustrator, Acrobat, web design (HTML & Wordpress)

## *selected awards / honors*

- *Runner's World Magazine* juried essay, winner
- *St. Louis Magazine* A-List Award, winner: Best News Program in the Region for *Stay Tuned*
- Mid-America Emmy, nominee: Programming/ Non-Newscast Interview/Discussion Program for *Stay Tuned*
- Emerson Excellence in Teaching Award
- William T. Kemper Excellence in Teaching Award

## *volunteer work*

### **Happy's Running Club, St. Louis**

#### **Owner, Event Coordinator**

2017 – Present

- Develops and coordinates running-related events and promotions for 130+ runners who meet weekly to *Run... Drink... and Be Happy!*

### **Washington University Student Media, Inc.**

#### **Board of Directors**

2013 – Present

## *education*

### **National Academy of Sports Medicine (NASM)**

**Fitness Nutrition Specialist, 2016**

### **American Council on Exercise (ACE)**

**Certified Personal Trainer, 2015**

### **University Of Missouri, Columbia**

**Master of Arts: Photojournalism, 2013**

### **Washington University In St. Louis**

**Bachelor of Fine Arts: Fashion Design, 2003**

### **Santa Reparata International School Of Art**

**Study Abroad (Florence, Italy): Fine Art, 2001**

## *experience*

### **Webster University**

#### **Associate Professor, Digital Advertising Program Director, Advertising/Marketing Communications**

2008 – Present

- Award-winning professor who educates and mentors future art directors and visual designers in the fine art of using print, digital and social media platforms to promote strategic messages, and reach advertising and marketing communications goals at one of the top 8 advertising programs in the nation.
- Manages and motivates a team of 3 full-time and 20 adjunct faculty to propel the second largest program in the School of Communications in the digital age, including curriculum development, implementation, and assessment; scheduling; budgeting; faculty hires; etc.

### **Dr. Brown's Baby Bottles**

#### **International Marketing Manager**

2006 – 2008

- Promoted and built international brand identity by conceptualizing, coordinating and overseeing distributor communications for B2B and B2C promotional deliverables and international packaging development across a global network of over 60 countries

### **Graphic World, Inc.**

#### **Interactive Art Director / Illustrator**

2005 – 2006

- Designed computer based training courses and supplemental web-based interactive applications for textbooks
- Created original illustrations for print and digital textbooks published by Elsevier, Mosby and Lippincott, Williams & Wilkins. Primary focus: medical illustration

### **Freelance**

#### **Visual Design / Branding / Interaction Design**

1998 – Present

Client list highlights:

- Catalyst Strength and Functional Nutrition: **Brand Development Consultant**
- Nine Network of Public Media: **Broadcast Innovator**
- Slate: **Interactive + Editorial Designer**
- *Columbia Missourian*: **Photojournalist + Assistant Director of Photography**
- St. Louis Beacon: **Photojournalist**
- Lift for Life Gym: **Marketing Consultant**
- Santa Reparata International School of Art: **Brand Manager + Development Consultant**