

At a Glance

Marketing & Communications professional with 20+ years experience and proven track record for driving engagement, partnerships and exceeding funding goals.

Ability to mobilize support through media and public relations, donor cultivation, partnership creation; KPI / SEO strategy and social media positioning, content & management.

Skills

- Writing: Blogs, Website, Appeals, Press Releases, Social Media & Electronic Newsletter
- Video Production
- Photography, Graphic Design
- Events: Conception, Branding & Execution
- Partnership Building
- Blackbaud Donor Database
- Microsoft Office

Work Experience

2016 - Present

School on Wheels of Massachusetts

WWW.SOWMA.ORG

Director, Marketing & Events

- Developed communications strategies, annual appeals and event branding to meet and exceed budget goals
- Increased social media channels by 67%
- Rebranded website; developed Google My Business and generated more than 22 partnerships, introduced two signature events; secured board leadership; Improved web traffic by 72% and developed SEO protocols

2010- 2016

Children's Hospital Boston

Rosie's Place

Patient Social Care; ESL Instructor

- Assisted patients and families, supervised celebrity visits as part of hospital's Child Life Division; Revised "Project Linus" donor program and gift acknowledgment program; event photographer
- ESL instructor for level-one introductory English for Haitian and Dominican women

1997- 2010

Freelance

Freelance

- **Content Writer**, Angell Memorial Animal Hospital
- **Co-Founder**, Angell Memorial Animal Hospital Alumni Association (former veterinary interns, staff, fellows)
- **Videographer** and **Photographer** for DesignWise Studios
- **Volunteer**, Cohasset Public Schools and Boston College High School

1986 - 1997

**MSPCA/
Angell Memorial
Animal Centers**

Director, Public Affairs

- Developed public & media relations campaigns, events and collaterals to generate exposure and funding
- PR advisor to president and board of directors
- Inaugurated annual gala, pet loss support groups, first-in-the-nation blood donor drive for pets.
- Host and Producer of "Animal Talk" Boston Cable Network

Education

Emerson College **Master of Arts, Communications**

University of Massachusetts **Bachelor of Arts, Marketing**

Volunteer

- Cohasset Rotary Club: *Board of Directors, 2014 - Present*
- Cohasset Road Race By-The-Sea 10K: *Race Committee, 2015 - Present*
- Pet Therapy: Visit memory-impaired seniors to encourage motor activity, social interaction and memory function with my Tufts Veterinary School certified dog, "Manny" (2013 - 2017)