

PROFESSIONAL PROFILE

Demonstrated experience in leading and managing large scale complex contracts and projects that are strategic in nature and national in scope. Extensive experience in leading multimillion dollar communication and outreach accounts and contracts. Sector experience includes: Federal government, media, non profits, small businesses, IT, telecommunications, environment, conservation, health, and aerospace, and DoD.

HIGHLIGHTS

- Small business owner and communications consultant
- Federal contract management experience: FEMA, DOL, FDA, SAMHSA, EPA, and Department of Treasury
- Military Service, U.S.A.F, with international living and speaking experience
- Strategic integrated communication planning experience applying social media, Internet marketing, traditional media relations, advertising, direct mail, e-commerce, SEO, SEM, CRM, VSEO research, results analysis and reporting
- FEMA disaster responder, recovery and project management experience

EDUCATION

- **Master of Arts in Public Communication**, *American University*, Washington DC
- **Bachelor of Arts in Public Relations**; Dual Minors: French and Art, *Weber State University*, Ogden, Utah

EXPERIENCE

UNLIMITED PR & ASSOCIATES, LLC, MD, 2006-Present

Contract Business Consultant, providing strategic communication and social media advisement as a subject matter expert with an emphasis in outreach, implementing and measuring Web 2.0, social media, messaging and audience segmentation for such firms and organizations as PromoTouch, Holleman, Handyman Connection of Montgomery County, Gov Camp 2.0 and The Media Network.

- Capabilities fact sheet: <http://bit.ly/sqGrjB>
- More information: <http://bit.ly/rpnZXE>
- Federal NAIC [Codes](#):

TERACORE, INC., Herndon, VA, 2010–2011

Senior Project Director, for U.S. Department of Homeland Security (DHS), Federal Emergency Management Agency (FEMA), Individual and Community Preparedness Division Contract (ICPD).

- Launched, lead and currently manage all aspects related to a national level emergency preparedness contract, project planning, staff, sub contractors, contract budget and contract reporting while assisting ICPD help meet its mission and program requirements and as well as provide regional on site support in FEMA Regions 2 and 9.
- Managed dual contract teams and project delivery while providing, strategic program planning support, profound social science capabilities, and a breadth of communication, training, and technical assistance resources required for the varied demands of ICPD
- Project spanned from congressional level materials to FEMA executive talking points and materials, to regional, community and citizen preparedness support, training and materials.

Examples:

- Congressional level reports and presentation materials:
 - National Preparedness Month Community Highlights [2010](#)
 - Congressional level budget presentation materials
 - NET Guard Pilot Program support
- FEMA executive materials, talking points, press releases and strategic preparedness [webinar](#) planning:
- Regional and state level support
 - Great Central US Shake Out and National Level Exercise planing and support:
 - CERT Program and Citizen Corps Council [registration](#) support, tools and materials
- Program level Support for youth preparedness and faith based initiatives

- Local community and citizen preparedness support
 - Strategic social media planning and support
 - How to Guides (*Media How to Guide* and *Section 508 How to Guide*)
 - Preparedness Resource Directories
- Citizen Corps and CERT Partner Program Support
- Research, and analysis support to help shape policy and materials development

OPERATION HOMEFRONT, Washington DC, 2010

Director of Public Relations & Marketing, for non profit organization helping Veterans and their families.

- Lead and managed organizational public relations and marketing efforts for a 501(c)(3) nonprofit organization which provides emergency, and financial services to military families across the nation with 23 chapters serving 32 states.
- Obtained \$1.3 million in [earned media](#). Media coverage centered around moral and fund-raising events, corporate sponsorships, wounded warrior [transitional housing](#), program support, national and [regional](#) PR, marketing and fund-raising support for wounded military personnel and their families with unmet needs due to financial hardship, death or injury as a result of military service in Iraq ([Military Child Award](#), [Military Motherhood Award](#), [AirGas](#), Freedom Walk 2010, Ft. Belvoir/Walter Reed Warrior [Transition Units](#), [CDW](#), Birdies for the [Brave-PGA Tour](#), 2010 Marine Corps [Marathon](#), [Kid Rock](#), [Outback Steakhouse](#) and [Tim McGraw](#), [LexMark/Office Depot](#), NASCAR Driver [Tony Stewart](#), [Christian Science Monitor](#), [Advance Auto Parts](#), [Dollar Tree](#)).

CASCADES TECHNOLOGY, INC., Herndon, VA, 2007 - 2009

Enterprise Communications Liaison & IT Project Manager, for an IT company.

Inter-agency liaison and senior IT project manager for the Enterprise Communications Initiative (ECI) within U.S. Department of Labor's (DOL's) Office of Public Affairs (OPA) in Washington DC.

- Advised on internal employee communication, collaboration tools, emerging technologies, Enterprise-wide agency IT integration planning across 28 internal agencies, new administration transition planning for Presidential front-teams, public affairs preparations, Web 2.0, communications strategy with executives to incorporate new internal communication channels.
- Played a lead role at DOL with emerging technology/Web 2.0 planning and internal wiki development.
- Managed the execution, analysis and reporting of a DOL enterprise-wide IT data call. Managed the initial research and project initiation of a Web Content Management System (WCMS). Spearheaded ECI strategic communication planning, messaging and materials development.

JDG COMMUNICATIONS, INC., Falls Church, VA, 2005 - 2007

Senior Marketing & Communications Manager, for an advertising and public relations firm.

- Co-wrote proposal, launched and managed JDG's largest contract win in its entire business history.
- Managed and directed all aspects of General Services Administration (GSA) Schedule 541 Advertising and Integrated Marketing Services (AIMS) contract and 34 subcontracts in a year.
- Managed \$4.2 million in billings, \$2.7 million in advertising.
- Managed national email, interactive and new media campaigns.

DEWBERRY, LLC., Baltimore, MD, 2005

DHS/FEMA Emergency Operations Contracted Project Manager, for an environmental and engineering firm.

- With 48 hours notice, provided disaster-related rapid mobilization, response and recovery support across 35 sites in Mississippi and five Louisiana Parishes during the immediate aftermath of hurricanes Rita and Katrina.
- Provided contracted federal oversight, response through on-the-ground assessments and monitoring of recovery operations.
- Played a key role as federal liaison collaborating between city and county administrators, public assistance applicants, local citizens, U.S. Army Corps of Engineers (USACE) and contractors.
- Monitored, researched, investigated and reported fraudulent or ineligible disaster recovery efforts.

THE MEDIA NETWORK, INC., Silver Spring, MD, 2004 –2005

Senior PR, Advertising & Contract Account Manager, for a public relations and social advocacy firm.

- Senior communications manager for multiple bilingual marketing, public relations and advertising health related accounts (FDA, SAMHSA, NIA, EPA) and other contracts.
- Developed and launched a national integrated, multichannel social marketing campaign for FDA disseminating science based Information which targeted 6.4 million women between the ages of 40-59 about the benefits and risks of Hormone Replacement Therapy (HRT).

CLASSIC PRODUCTIONS INC., Rockville, MD, 2003 –2004

Director Marketing & Communications, an event production firm.

- Strategically planned, managed and executed all public relations, media buying, marketing, radio and print advertising.
- Developed, managed and implemented integrated, multichannel print, radio, web and direct marketing campaigns which increased Internet traffic 4,700% in six months and achieved 64% e-mail open rates.
- Increased small business sales more than 519% over 2003.
- Developed partnerships which increased earned media through Habitat for Humanity, Safe Harbor, Community for Creative Non-Violence's, Home Stretch, Middlesex Interfaith Partners with the Homeless, resulting in \$35,000 donated to help housing related organizations.

EXPERIENCE WORKS, INC., Arlington, VA, 2001–2004

E-commerce Communication, Advertising & Contract Manager, for a non profit organization advocating for seniors.

- Managed all public relations, marketing, recruitment for this organization's e-commerce website which was funded with three Federal grants (U.S.D.A., D.O.L., S.B.A.) to help seniors set up rural micro-enterprises.
- Developed, managed and implemented multichannel print, web and communication and marketing campaigns that grew sales more than 4,000% by 2003 year-end. Managed e-commerce portal upgrade transforming dynamic SKU based product listings improving online sales. Garnered 9.2 million earned media readers, obtained 700 media placements in less than 12 months. Led Internet and print advertising campaigns through Yahoo.com, DC Washington Metro Transit Authority (WMATA), *Smithsonian Magazine*, *Elle Décor*, *Ladies Home Journal*. Led online \$15 million inventory growth to more than 17,000 products.
- Negotiated NGO and media partnerships resulting in \$171,600 in media contributions.

EARLE PALMER BROWN, Bethesda, MD, 2000 –2001

Account Director, for a public relations and advertising firm.

- Managed a \$15M Department of Treasury national public relations account
- Oversaw four internal staff, 20 field staff, and four subcontractors
- Led and implemented the National Direct Deposit E-F-T campaign that targeted the unbanked, the elderly, disabled and Federal check recipients.

VANGUARD COMMUNICATIONS, Washington, D.C., 1999 - 2000

Account Executive, for a public relations firm.

- Managed health and conservation outreach campaigns.
- Implemented direct mail, media, and e-mail campaigns targeting Maryland farmers to plant stream side buffers to reduce erosion and runoff through the Conservation Reserve Enhancement Program (CREP) in behalf of Future Harvest's - Chesapeake Alliance for Sustainable Agriculture. Negotiated a partnership with Southern States resulting in \$35,000 in-kind support.
- In behalf of Children's Mental Health Service (CMHS): Created and disseminated national public education awareness e-campaigns (English and Hispanic), materials and an Internet based survey for 40 children's mental health grant sites and 500 organizations and an online community of partners.
- Executed a national Earth Day 2000 media campaign resulting in 100 placements in top 200 broadcast markets.

EPA ENERGY STAR, ICF Washington, D.C. 1998-1999

Communication Associate, for an environmental firm.

- Initiated and led 2002 Olympics partnership efforts
- Performed commercial partnership development and outreach with Fortune 500 companies (GM, Lockheed Martin, Anheuser-Busch)
- Assumed a lead role in Energy Star programs providing communication and outreach strategy, and materials development
- Performed NGO outreach, presentations, partner negotiations
- Worked hand in hand with National Trust for Historic Preservation and the hospitality REIT industry accounts

MILITARY CERTIFICATIONS

- Military Certificate of Training – Major: Digital Electronics/Telecommunication
- Military Certificate of Training, 490L Autovon Switching Systems, 26.6 weeks, PDS Code M3N

OTHER TRAINING & CERTIFICATIONS

- FEMA/ DHS – IS-250 ESF 15 External Affairs, 2009
- FEMA/DHS – HSEEP Exercise/Evaluation Program, 2007 (MEMA, Reistertown, MD)
- FEMA/DHS – HSEEP Train-the-Trainer, 2007 (MEMA, Reistertown, MD)
- FEMA/DHS- Intermediate and Advanced Social Media, 2010
- FEMA/DHS – IS-00120 An Orientation to Community Disaster Exercises, 2007
- FEMA/DHS – IS-632-Disaster Public Assistance Operations -Debris Operations I, 2006

TECHNICAL SKILLS

Programs & Projects

Languages:

Tools/ Software Packages:

Implementation and management of contracts

French (international living experience and a study abroad to Aix-en-Provence)

MS Word, MS Excel, MS Outlook, MS PowerPoint, Microsoft Publisher, Knowledge of Microsoft Project, Microsoft Visio, Google Applications, Adobe's Photoshop, VocusPr, Cision, InDesign and Adobe, PageMaker, user-generated content such as wikis, blogs, and forums, news gathering research, crowd sourcing/fund-raising, Website Web 2.0 integration, building of and managing online communities, Facebook, LinkedIn, GovLoop, Plaxo, Ning, Twitter, TweetDeck, Ping.fm, Video launch, distribution, VSEO, SEO/SEM, Wordpress, BlogSpot, Ning, Basic HTML, Meta tags/social tagging, Websites/WySwYG