

Strategic Communications and Marketing Executive

Results-oriented communications and marketing executive with 20+ years of experience captivating audiences and delivering impactful messaging to drive engagement and organizational growth. Visionary leader known for strategic planning, content creation, and operational leadership across diverse industries. Expert in crafting influential messaging and creative that resonates with executives and stakeholders. Adept at identifying growth opportunities and addressing communication challenges through data-driven insights.

AREAS OF EXPERTISE

- Communications Management
- Content Strategy & Creation
- Strategic Planning
- Data Analysis
- Public Relations
- Performance Assessment
- Advertising & Marketing
- Research & Reporting
- Project Oversight
- Operational Leadership
- Stakeholder Engagement
- Team Leadership & Development

PROFESSIONAL EXPERIENCE

Association of National Advertisers

November 2014 – Present

Senior Vice President, Brand & Media

- Spearhead the development and execution of operational and communication strategies to foster a thriving community and enhance value within the advertising industry for association members.
- Proactively identify and address member needs and industry trends to optimize engagement, participation, and revenue, ensuring the association's long-term sustainability.
- Secure industry-wide support, sponsorships, and partnerships, cultivating and strengthening relationships with trade associations, advertisers, and media outlets.
- Provide strategic oversight beyond communications, leveraging expertise in strategic planning and talent development to achieve overarching association objectives.
- Effectively manage a high-performing team of five and a budget exceeding \$2M, demonstrating strong leadership and fiscal responsibility.
- Serve as a thought leader in the advertising field, conducting and presenting impactful research on key marketing topics.
- Foster collaboration and strengthen relationships with sister trade associations, promoting client-agency synergy within the marketing industry.
- Provide joint guidance on agency management and compensation programs, contributing to the issuance of groundbreaking industry analyses and reports.

Previous roles at ANA: Director (2014-2018), Senior Director (2018-2020), Vice President (2020-2023).

- Led strategic communications initiatives that resulted in a consistent increase in newsletter readership and overall membership growth.
- Conducted research to identify and implement effective platforms and strategies to engage and retain readership, including e-newsletters, corporate blogs, and social media campaigns.
- Developed and executed a diversified content strategy to maximize the impact of cohesive messaging across various platforms and audiences.
- Collaborated with stakeholders to identify and address messaging gaps, ensuring effective communication with target audiences.
- Assessed the effectiveness of communication efforts through KPIs and data analysis, providing insights to optimize strategies and content.
- Developed compelling speeches, presentations, and other communications for the CEO and Board Chairpersons, effectively conveying key information, ideas, and goals.
- Oversaw the production and distribution of seven e-newsletters, the corporate blog, and social media accounts.
- Managed vendor contracts valued at \$1M+ and maintained strong partnerships through effective communication and responsiveness to needs and concerns.
- Developed and implemented a report on streamlined copyediting and design processes, leveraging innovative project management techniques and earning recognition with an American Business Award.
- Successfully launched the first corporate blog, employing content optimization and SEO best practices to reach and engage target audiences, achieving 100K+ monthly readers.

ADDITIONAL EXPERIENCE

Sales Support Specialist, The Bartech Group
Marketing Director, Capital City Associates
Legislative Aide, Michigan House of Representatives

EDUCATION

Executive Doctorate of Business Administration, University of Liverpool (currently enrolled)
Certificate in Entertainment Studies, Producing, University of California, Los Angeles
Master of Business Administration in Marketing, University of Phoenix
Bachelor of Arts in Political Sciences and Geography, Eastern Michigan University