

SUMMARY

Strategist and experience designer delivering measurable results with increasing levels of responsibility for two decades by applying human-centered design and behavior change practices to communications, marketing, and engagement challenges. Proven leader with more than a decade of managing teams and developing talent.

EXPERTISE

- Human-centered Design
- User Experience
- Engagement Strategy
- Digital Strategy
- Brand Strategy
- MarComm Strategy
- Content Strategy
- Audience Outreach
- Analytics & Insights
- Product Management
- Behavior Change
- Change Management

PROFESSIONAL EXPERIENCE

Sapient | Arlington, VA | June 2014 – May 2017

Digital Strategist

Provided dynamic, integrated strategies, supported by behavior-based assessments of target audiences to holistically address digital, marketing and communications, and engagement challenges. Delivered results that exceeded expectations and built solid relationships with clients.

- **Manufacturing USA:** Worked with an inter-agency team to create a public brand for a presidential legacy initiative, including audience profiles and a comprehensive marketing and communications strategy. Developed workshops to engage the client in the brand development process and communicate research findings in an interactive setting. Supported the brand launch at an international conference where the Secretary of Commerce unveiled the new brand to acclaim. Project was selected as one of two Global Impact Award 2016 Finalists among hundreds nominated across Sapient.
- **National Heart, Lung, and Blood Institute (NHLBI):** Re-envisioned the Institute's approach to defining digital audiences based on how they consume health information, and developed a new digital strategy to engage those audiences across channels. At the request of NHLBI's Director of Science Policy, Engagement, Education, and Communications served on the Institute team tasked with recruiting participation in and communicating the results of the Institute's strategic visioning initiative with internal and external stakeholders. Nominated by team for a Global Impact Award for Client Impact, as well as a Core Value Award for Creativity.

Atlantic Council | Washington, DC | October 2012 – June 2014

Deputy Director, Digital Communications

Led the digital transformation of the fastest growing think tank in Washington, DC. Expanded the digital footprint and online audience with a new digital strategy encompassing websites, social media, webcasting, and email. Maintained the digital brand of the Council, instituting design and communication standards across 10 programs.

- Launched a new, content-driven Council website on schedule and budget, migrating to a new domain and content management system. Pulled together the editorial contributors across the Council to create a new editorial team. Instituted new workflows for online and print publishing that improved efficiency by 20%.
- Developed a cohesive content plan for digital distribution channels and content packages that highlight the Council's work and experts.
- Increased unique visitors to the site by more than 30% and pageviews on the site by more than 35% in 18 months at the Council, over the previous period. Created a comprehensive social media strategy. Expanded the social media presence of the Council and its programs. Doubled the number of Twitter followers for the Council in the first year. Trained staff and fellows on social media best practices.
- Transformed the way the Council collects and applies data to membership and development by building the Council's Salesforce.com environment.

USA WEEKEND Magazine | McLean, VA | June 2003 – July 2012

Director of Affiliate Programs, June 2010 – July 2012

Worked across Gannett and its subsidiaries to develop programs to retain and grow circulation for America's second largest circulation magazine. Developed custom packages for sales proposals and managed P&L for deals. Created digital extensions for the magazine, including a content syndication program and electronic edition. Aggregated print and digital content into packages for syndication. Integrated editorial content into newspaper and advertiser promotions. Leveraged other digital products developed by Gannett to expand their reach and increase the value of USA WEEKEND to carrier newspapers. Analyzed website metrics and established benchmarks.

- Implemented enterprise Salesforce CRM and integrated technologies to improve our data management and client communications.
- Redesigned usaweekend.com and makeadifferenceday.com. Increased time spent per visit, ad impressions, unique visitors, page and video views, social media followers for both sites.
- Awards: T.E.A.M. Award- 2003, 2006, 2007, 2008; Visionary Award- 2003, 2005; President's Circle- 2004, 2006; Gannett Chairman's Award- 2007; Recognition Award- March 2005, Nov 2006, Aug 2008, June 2010

Market Development Manager, June 2005 – June 2010

Developed sales messages and marketing strategies to effectively brand USA WEEKEND to newspapers and their readers. Planned communication strategies for partner programs and operational priorities. Directed CRM maintenance. Managed Newspaper In Education program, daily marketing and client relations operations, policies, objectives, and processes, as well as three support staff. Supervised proper construction and execution of contracts, financial transactions and circulation documentation.

- Opened markets to highschoolsports.net through partnerships with non-Gannett newspapers.
- Developed USA WEEKEND's digital and social media strategies. Served as company expert on trends in usability, online promotion, and social media.
- Completed selective USA TODAY management program.
- Worked with the CEO to write the USA WEEKEND's 2007 Operating Plan.

Assistant Marketing Specialist, June 2003 – June 2005

Developed programs and materials for generating readership, revenue, and circulation, leveraging assets across Gannett. Maximized content and promotion opportunities. Managed the Newspaper In Education program, developing business partnerships to enrich offerings. Maintained partner website and created email campaigns to engage clients. Customized sales proposals and presentations and conducted market research to support sales. Served as company expert in digital transformation of newspapers.

ADDITIONAL EXPERIENCE

Assistant Director of Marketing, Chappell, Smith and Associates Group; Franklin, TN; 2002-2003
Manager, Arzelle's Brides and Formals; Nashville, TN; 2001-2002
Promotions, Old City Neighborhood Association; Knoxville, TN; 1996-1999
Senior Production Specialist, The Daily Beacon; Knoxville, TN; 1994-1999

PUBLICATIONS AND PRESENTATIONS

Audience Engagement Untangled and Engaging Change, UXDC Conference Poster Showcase, April 2017
Digital Tools for Health Behavior Change, NCHCMM 2017, August 2016 (with Dr. David Nickelson)
Developing Content that Supports Behavior Change, Population Health, July 2016
Human-centered Design Delivers Effective Care Solutions, Health Innovations News, April 2016
Meeting Your Mission: A User-centered Approach to Content Strategy, UXPA Magazine, February 2016
A Better Way to Define Your Audience, World IA Day 2016
Optimized Persuasion: Targeting Behavior Change, UX Camp DC, December 2015 (with Dr. David Nickelson)

EDUCATION

Bachelor of Fine Arts, Graphic Design; Minors: Art History and English - University of Tennessee - Knoxville