

STRENGTHS

- Goal Driven Executive
- Detailed Budget Forecasting and Administration
- Specialist in Program, Project, and Product Innovation
- Expert in Messaging, Policy and Legislation
- Author, Media Spokesperson, and Radio Talk Show Host
- Experienced in Organizational Development, Positioning, Branding, and Promotion
- Powerful Advocate & Public Speaker

SKILLS

Executive Management:

- Strategic Planning
- Budget Development & Fiscal Oversight
- Board Leadership
- HR Policy & Personnel
- Program/Market R & D
- Communications
- Event & Project Management

Marketing:

- Writing: Content, Copy, PR & Communications, & Articles
- Multimedia Ad Campaigns
- Print/Broadcast Advertising

EDUCATION

Minnesota State University
BA, 1992

International Relations
MS, 1998

Women's Studies, Sociology
Focus

EXECUTIVE SUMMARY

SANCTUARY ONE/FOR VETERANS & FAMILIES

FOUNDING EXECUTIVE DIRECTOR (2007-2010)

- Launched Startups(s)
- Raised and/or Administered \$1.25M in Assets
- Created, developed, & implemented infrastructure
- PR Director/Spokesperson/Brand Developer
- Executed State & Federal legislative campaigns
- Led roll-out of new programs and projects
- Delivered Congressional testimony to 3 Committees

AUTHOR/EDITOR/MEDIA (2001 to present)

- Author, *When the War Came Home* (2006)
- PBS POV Guest blogger
- Published 50+ original articles & editorials
- Author/Professor CDROM Curriculum
- Conducted 500 multimedia interviews & press conferences
- Created content design & copy for multiple Websites
- Associate Editor for Top Ten Political Website
- Creator/Host of *Value Added* AM Radio Talk Show

MARTIN LUTHER KING JR. OUTREACH CENTER

EXECUTIVE DIRECTOR (1998-2000)

- Increased revenue by more than 20% and raised productivity by 15% in one year
- Oversaw operations, fiscal administration, contract management, and human resources
- Supervised property management, and raised over \$500,000 for facility renovation
- Expanded media coverage by over 800% at no cost
- Co-produced multimedia campaign and secured full corporate sponsorship
- Procured program startup funds and contracts

GENESIS II FOR FAMILIES

PROGRAM & MARKETING DIRECTOR (1996-1998)

- Managed flagship restorative justice program for offender reintegration resulting in less than 10% recidivism
- Developed brand, implemented public relations/marketing plan and generated diversified funding sources

CONSULTANT/MOTIVATIONAL SPEAKER/PROFESSOR