

PROFESSIONAL STRENGTHS

- Brand management
- Digital marketing campaign strategy planning
- Social media strategy and implementation
- Public and media relations
- Project and budget development and management
- Media Buying
- Website content and blog development and management
- Email marketing campaign creation and execution
- Analyzing data and reporting on analytics
- Graphic design and publishing
- Video production and editing
- Photography

AWARDS

- 06/16 – Capital Emmy Award “The Scene”
- 05/16 - Silver Telly Award “The Scene”
- 05/15 - Bronze Telly Award “The Scene”
- 06/16 - Virginia Broadcasting Award “The Scene”

SPEAKING ACTIVITIES

- 05/16 - Presented on Social Media for ICA Conference and Administrators
- 03/16 - Williamsburg Art Commission presentation on the use of online content and social media for arts organizations
- 10/13 - Virginia Department of Health Presentation on the use of social media for education and awareness dealing with HIV/AIDS on an agency level
- 11/11 - ODU Grant recipient to educate students on utilizing online and grassroots marketing

BIO

Curious, creative and results driven; I have spent decades building brands, crushing goals and driving real results for a variety of organizations. Specializing in strategic planning for digital content development, social media, and content marketing.

PROFESSIONAL EXPERIENCE

Virginian-Pilot/Pilot Media | Content Marketing Strategist 7/16 – Present

- Create strategic online content and social media communication plans for clients in various industries
- Produce original blog content to match language, style, and voice of client’s current content
- Develop strategies, create, and post for social media channels in Facebook, Twitter, Instagram, Snapchat, LinkedIn, and Pinterest
- Utilize paid platforms in social media to ensure consistency in content style and look between paid ads and organic content
- Manage monthly billing statements and fulfillment documentation for all work completed
- Produce short-form videos for social channels
- Create and deploy email content for clients
- Design and format images for use in social channels and blog placement
- Attend client meetings with sales reps to help client further understand how social media and content strategies work
- Create monthly analytic reports for clients

WHRO Public Media | Online Content & Social Media Producer 8/13 – 7/16

- Created a strategic online content and social media communications plan and budget for WHRO station initiatives, radio and television programming, educational initiatives, and community events
- Coordinated with local media outlets and communications partners for further branding
- Coordinated with marketing and content team on cohesive branding and design messaging
- Maintained 21 social media channels, resulting in a 750% increase in fan base in less than three years
- Conducted interviews and created content for station websites and station membership guide
- Created and cultivated content for weekly e-news program
- Produced and directed digital-first, art series: “The Scene”
- Produced and edited videos for social media, and station websites

- 09/11 - Virginia Council for the Arts Grant - Guerilla Marketing and Social Media Training

CIVIC ENGAGEMENT

- 11/16 - Present - NEON District Public Arts Committee Member
- 10/13 – 6/16 - Norfolk Sister Cities Planning Committee Member for Annual Passport Fundraising event
- 10/14 - 12/15 - Hampton Roads PRIDE Marketing Committee
- 3/10 - 7/14 - Equality Virginia Board Member, Development & Marketing Chair
- 5/10 - 8/13 - Old Dominion University Gay Cultural Studies Endowment Campaign Board Member
- 5/06-11/09 – Hampton Roads Business OutReach, Vice President & President

PLATFORM MANAGEMENT

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- MS Office Suite
- Final Cut Pro
- Content & Social Media Scheduling & Analytic Tools (Hootsuite, Sprout Social, Tweetdeck, Rignite)
- Hootsuite Certified

EDUCATION

- 1992 - Old Dominion University BA Criminal Justice & Sociology, Norfolk, VA

WORK SAMPLES

- Writing and video production samples can be found at socialsipper.com

ACCESS AIDS Care & LGBT Center of Hampton Roads | Development & Marketing Officer

2/11 - 8/13

- Managed and oversaw all marketing efforts for all departments within the agency, including media buys, grassroots marketing, press coordination, social media, and website development
- Developed and maintained strategies and procedures for implementing educational and fundraising campaigns utilizing mobile apps and social media channels
- Managed a departmental staff that was responsible for a fundraising goal of \$1.2 million annually
- Maintained a donor database software (Raiser's Edge) with over 30,000 constituents, including donors, volunteers, prospects, and vendors

Motley Media Concepts (Formally Kaboom Advertising) | Marketing Director

4/06 - 2/11

- Developed comprehensive strategies for clients based on the goal of the projects, market research, and expectations of the campaign
- Developed and designed systems utilizing alternative & grassroots methods for marketing, including online media, guerilla marketing, and street-level marketing
- Created digital and online strategies to implement campaigns utilizing social sites such as Facebook, Twitter, Google+, YouTube, Flickr, etc.
- Created HTML designs for mass-marketing email blasts that practice standard permission-based industry guidelines for clients and pro-bono projects
- Reviewed, negotiated, and approved all contracts for media and advertising placement

Foundation to Support Animal Protection (PETA) | Senior Media Planner & Buyer

6/04 - 4/06

- Managed advertising team consisting of Internet Buyer, PSA Coordinator, Assistant Media Buyer and Marketing Intern
- Reviewed and approved all contracts for advertising placement
- Responsible for the development of campaign strategies and advertising methods based on the goal of the campaign, market research, and expectations of the campaign
- Negotiated all media buys for advertising department resulting in annual savings of 39% to 83% in various media
- Developed strategies for free advertising through relationship building and networking in all traditional media