

## Summary

Strategic nonprofit communications leader with 10+ years of experience in advocacy storytelling, stakeholder engagement, and program/campaign management. Proven ability to translate complex programs into compelling narratives that drive action and funding. Adept at managing cross-channel content, overseeing complex networking and relationships, and applying principles of equity in engagement. Experienced in leading multi-functional teams, developing communications systems, and managing tools like Mailchimp, Asana, Google Suite, and Microsoft Office.

## Professional Experience

### International STEM League | Executive Director, Marketing and Communications

2010 – Present

- Led statewide and international communications strategy for equity driven STEM nonprofit, building stakeholder trust through networking, multimedia storytelling and messaging campaigns.
- Developed and managed digital content across web, email, and social platforms.
- Streamlined outreach to optimize messaging and identify the top 27,000 subscriber/donors.
- Developed and implemented vision, strategy, and programs to build power for marginalized educators.
- Achieved an average 87% click-through engagement rate for newsletters and media on LinkedIn.
- Authored and edited science and civic advocacy materials, press kits, one-pagers, and case studies.
- Aligned system-wide messaging across platforms to meet goals and program outcomes.
- Served as organizational spokesperson to coordinate press and represent the brand at conferences.
- Developed and executed grassroots community “Art of STEM” events to support mission and goals.
- Secured \$400K+ in community grants by combining narrative with data-driven storytelling.

### Ten80 Education / National STEM League | Director of Partnerships and Programs

2001 – 2010

- Built cross-sector partnerships to promote STEM learning for students from historically underrepresented communities.
- Coordinated political organizers, community advocates, and local leaders to host outreach and informational sessions for the Innovators in Training Tour in 12 cities per year for 6 years.
- Executed high-profile events with political and STEM advocates like Olympian Christy Yamaguchi, Pro Driver Ryan Neumann, and Mythbuster Grant Imahara.
- Collaborated with leadership to design and deliver key messaging for public policy efforts, funders, and partners.
- Led development of the Student Racing Challenge -one of four “scalable and exemplary STEM programs” nationally recognized by WestEd Research- that used the theater of R.C. racing to teach science, teamwork, and problem solving.
- Produced multimedia and print content for community events, briefings, and trainings.
- Managed communications and ecommerce platforms to support programming, audience conversion, and donation drives.

### Summit Marketing | Senior Copywriter / Program Manager

1998 – 2001

- Produced branded content, promotional campaigns, and multimedia scripts for Fortune 500 clients including Coca-Cola, Kellogg’s, and M&M’s Racing.
- Led storytelling and media development for retail and ecommerce clients.
- Translated high-level marketing narratives into easily digestible and high-performing content for buyers and funders.
- Coordinated with designers and sales teams to deliver content aligned with national campaigns and trade events.

## Education

August 1994      Bachelor of Science in Education  
University of Georgia, Athens, GA  
Double Major in Life Science and Language Arts

## Certifications and Skills

Mailchimp, ACT!, Salesforce, Google Analytics, Adobe Creative Suite (InDesign, Express, Basic Illustrator, Photoshop, Acrobat), WordPress Websites, Shopify, Microsoft Teams, Google Suite, Instructional Design with Articulate, and Project Management with Asana for OKR goal setting and KPI analysis of results