**Summary of Qualifications**

* Strategic and motivated self-starter that possesses initiative and creativity; Entrepreneurial spirit with a desire to use skills in project management, public relations, marketing, event coordination, program development, employee training and promotions to assist a dynamic and innovative organization; Resourceful; highly dependable with a high level of integrity; Microsoft Office, Salesforce, Adobe Photoshop, Peach Tree, Keynote; Social Media applications; Contract Negotiations; Client Services; Sales; Research; Youth Development;storyboarding and Outreach.
* Enthusiastically manages logistics and marketing for leadership and development initiatives for the student body.
* Co-managed and developed the business school's 3rd annual conference and speaker series, including: conceptualizing speaker content, creating system processes and succession planning.
* Resourcefully created and implemented integrated marketing communications strategy, with focus on social media, to leverage online brand awareness that resulted in increased attendance of 250% and tripled website traffic. Increased speaker participation by 200% and volunteer involvement by 300% through improved recruitment efforts and effective communication.

**Marketing Intern**

**iCharts-Sunnyvale, CA 2012- 2013**

• Created storyboard, wireframe, and technical specifications for integrated web portal budgeted at 30k.

• Conducted technical writing for the FAQ section, including visual representations.

• Successfully managed video tutorial project that entailed script writing, editing, and videographer

management.

• Developed social media contest project plan including metrics, budget, and outreach strategy that

targeted 3 million impressions and 10k entrants.

## Google, Mountainview, CA Summer 2013

## AdWords Account Strategist

## Work with small and medium sized business on improving their marketing strategies with Google AdWords. Focus primarily on new advertisers to provide scalable solutions and support.

* Serve as the marketing lead for key AdWords product launch packages.
* Develop white papers, blog posts, videos, website content, press FAQs, UI content in the AdWords interface and presentations focused on telling the story of the launch package, its benefits to marketers and how to be successful in using it.
* Help to shape the development of new AdWords products based on market insights.
* Define and implement mechanisms for measuring the impact of product launches.
* Work in collaboration with extended marketing team to build out key strategies per quarter based on product launches or strategic initiatives

**Grameen Bank/Trust – Dhaka, Bangladesh Summer 2012**

Microfinance/Social Entrepreneurship

• Evaluated the operations and deliverables of partner organizations utilizing the Grameen Bank

Approach to assess their unique challenges and successes and recommend process improvements.

• Drafted reports about partner organizations for the annual report and authored articles for the newsletter.

## Experience

## The John Stewart Company, Oakland,CA (remote from Miami) 2014- Present

**Director of Client Relations**

Lead company’s sales management team, including key accounts manager and client services manager. Manage and protect the relationship between JSCO and its most important clients. Maximize long-term revenue opportunities by becoming trusted advisers to clients and strengthening their loyalty.

## extensive experience in sales and customer service, with technical knowledge relevant to business industry.

## identify opportunities to increase sales of products and services that meet those needs, use their account knowledge to set revenue targets and identify the resources needed to meet them.

## monitor and analyze competitive activities to assess any threat important clients.

## 

**Wine Broke/Sales/Sales Support, Napa Valley, CA 2014-2016**

## Experienced, successful and savvy Sales, Marketing and Retail professional with more than 2-years in sales and marketing initiatives in the wine industry.

## Aggressive merchandising and display techniques, developing customized point-of-sale materials with customer-centric appeal to regional or local area preference that expands product distribution and shelf presence. Expertly expand product distribution and shelf presence and strategically develop special price programs, resulting in greater market share and revenue growth in retail. Oversaw all aspects of inventory orders, including non-authorized wines, inventory and customer sales. Monitored monthly wine publications that created back cards, shelf talkers and point-of-sale displays, utilizing reviews, medals and accolades from publications.

## Increased sales 3% monthly due to creative point-of-sale schematics, correct pricing and increased customer relationships.

## Provided suggestions in planning and location of wine department prior to major store remodel that increased visibility of wine department, increased sales and customer satisfaction

## Introduced new brands that increased sales by 17% yearly, and managed yearly sales of $847,000 and increased the distributor profit margin by 6.5%.

## Identified the reason for and remedied poor performance by distributors, and 6 months later won award for local restaurants favorite wine selections.

## Advertising & Marketing Group, New Orleans, LA 2009-Present

## Created start-up business focused on entertainment management. Conceptualized all aspects of musical events including logistics, contract negotiations, live entertainment, email marketing and promotions. Successfully booked more than thirty musical events in first year. In second year of business, expanded diversity of events to include art exhibits, private and corporate events. Under the umbrella of this LLC, the following companies were also developed:

* **Crescent City Catering** – Established in 2006 with a vision to create delicious southern cuisine at affordable prices. Starting with a small budget of $1,200, profits were meager in its first year. By the end of 2008, net profits increased by 200%. Planned and executed events with attendance in excess of 300 for corporations such as the Audubon Nature Institute, and the Astor Crown Plaza.
* **Living in H2O** – Designed, installed and serviced custom aquariums. Created indoor aquatic displays and outdoor ponds featuring saltwater and freshwater fish and plants. This business was created from a vision of the owner’s passion for the environment. Clients included Huff Furniture (Atlanta, GA), individuals and small businesses.
* **Race & Religious** – Nestled along the riverfront of the Garden District between the Convention Center and the world-class Magazine Street, this site Offers 4,000 square feet of event space. The property is comprised of two masonry homes build in the 1830’s. Types of events included weddings, art shows, jazz concerts and holiday events. Co-owned property and managed event booking, catering, security and musical talent.

## Soul Time Entertainment, Paris, France 2008 - 2009 Event Planner La Nuit du Gospel & A Night in New Orleans

## The effects of hurricane Katrina in New Orleans brought together several businesses across Europe to help with the re-building of the city. In 2008, the New Orleans Tourism Agency, the Downtown Development District, and local and international business organized a three-month European tour. Individual duties included:

* Developed, planned, marketed and executed over twenty musical events and meetings around Europe.
* Responsible for all aspects of event management, including site selection/contract negotiation, proposal planning, transportation arrangements, hotel attrition/cancellation negotiations, production of events and registration/database management.
* Managed event budgets ranging from $10,000 - $200,000 while saving clients an average of 35% on expenses.
* Worked closely with hotels and staff to ensure all client requirements were fulfilled.

# Education

## University Of Miami 2006

Bachelor of Science - Marine Biology  
Minor Emphasis - Marketing

**Southern University of New Orleans** **2003**

Bachelor of Arts - Music Education