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## PROFILE

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Dynamic leader with extensive experience developing and managing strategic marketing campaigns for nonprofit organizations, entertainment, education, and e-commerce. Proven history of building collaborative, cross-functional teams designed to meet organizational goals. Highly skilled at creating authentic and powerful creative campaigns that generate quantifiable results with diverse audiences. Powerful relationship builder and trusted advisor. Strong commitment to continuous learning around equity and social justice issues.

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## AREAS OF EXPERTISE

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- Strategic + Operational Leadership
- Brand Positioning + Messaging
- Digital Marketing + Website Development
- Content Strategy + Storytelling
- Creative Direction + Production in all Media
- Strategic Communications + Publicity
- Market Research + Analysis
- Integrated Media Planning + Budgeting
- Event Promotion + Social Media
- Photo/Video Production + Art Direction
- Business Development + Coaching

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## CAREER HIGHLIGHTS

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- Established high performance marketing departments and led strategy and creative for two large nonprofit organizations
- Co-founder of successful e-commerce site
- Directed \$20MM in annual advertising for ABC Television Movies and Mini-Series
- Partner in a NYC-based advertising agency focused on entertainment and media

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## PROFESSIONAL EXPERIENCE

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### **Strategic Marketing + Communications Advisor** 2008 – Present

Provide a broad range of services – from strategic and operational assessments – to integrated communications and marketing strategy, brand building, creative development and implementation in all media – as well as individualized executive and business coaching

- Significant career experience on both the ad agency and client side – offering both breadth and depth of expertise to non-profit organizations and for-profit businesses
- Interim CMO, strategic leadership
- Co-founder of successful e-commerce brand, Corkboard.com

### **Director of Marketing and Communications** 2013 – 2018

#### **Bard College at Simon's Rock – Great Barrington, MA**

Provided strategic vision and creative leadership for all marketing and communication initiatives for the nation's only residential early college, part of the Bard College network. Launched Bard Academy at Simon's Rock, an initiative that significantly increased campus enrollment.

Member of the Senior Leadership Team, reporting to and advising the Provost. Developed and implemented an integrated branding and marketing strategy for diverse audiences that met or exceeded institutional goals for enrollment, fundraising, engagement, alumni relations, retention, and visibility. Collaborative partner with Board of Directors and departments throughout the institution.

- Pioneered performance based digital marketing strategy to increase enrollment to record levels through redesigned website, segmented email marketing, digital advertising, and social media
- Led market research, brand messaging, creative development, news and publications, public relations, event promotion, photo and video production, enrollment/advancement communications
- Reorganized the Office of Marketing and Communications into a fully functional, high performing internal and external team
- Raised the profile of Simon's Rock through national strategic communications plan, early college thought leadership initiatives, and unprecedented publicity

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**EXPERIENCE CONTINUED**

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**Director of Marketing, Berkshire Taconic Community Foundation – Sheffield, MA** 2010 – 2013

Led branding, marketing, and public relations for the leading charitable organization in the Berkshire Taconic region. Member of the senior management team, reporting to and advising the President. Established marketing department and all organizational systems. Created and implemented multi-channel initiatives for advertising, publicity, direct mail, and digital communications. Re-branded BTCF through research, strategic positioning, messaging, and creative concept development culminating in new tagline, graphic look, *Guide to Giving*, print and digital newsletters, video image campaign, and redesigned website. Increased awareness of BTCF during its 25<sup>th</sup> anniversary, grew social media following by 900%, doubled the number of press mentions.

**Partner, VP/Account Director, MK Advertising – New York, NY** 1998 – 2005

One of five managing partners of a full-service entertainment advertising agency specializing in brand strategy, consumer and trade advertising. Managed and led strategy for agency's largest accounts: ABC Daytime and Showtime Networks. Also: Lifetime Television, Cable & Telecommunications Association of Marketing (CTAM), The WB Network, Independent Film Channel, National Geographic Channel, Bravo, The History Channel, WE, and SoapNet. Responsible for new business development.

**Creative/Account Supervisor, Grey Entertainment & Media – New York, NY** 1992 – 1997

Directed \$20MM ABC Movies, Mini-Series, Specials & Theatricals account including strategic development, creative direction, and media planning for 50 movies and 5 mini-series per year. Supervised staff of 4 direct reports, 30 indirect reports. Oversaw creative process from concept development through final production, including photographer selection, art direction, and editing. Interfaced with network executives, publicists, celebrity talent and their representatives, and film crews. Developed knowledge of entertainment industry and ability to communicate creative concepts at every level. Collaborated with some of the world's most notable photographers to create powerful visuals for movie promotion and established the agency's first art buying department. Delivered outstanding creative and consistently high Nielsen ratings.

**Marketing Coordinator/Distribution Manager, Maysles Films – New York, NY** 1990 – 1992

Marketed film production services to advertising agencies for TV commercials and trade films. Negotiated foreign television contracts for documentary films. Supervised film libraries for such films as *Grey Gardens*, *Gimme Shelter*, *Salesman*, and the *Christo* film series. Organized special event screenings, international film festival entries, and accompanying publicity. Worked closely with renown cinema-verité filmmakers Albert Maysles and Joe Berlinger.

**Studio Manager, Marshall Harrington Photography – San Diego, CA** 1988 – 1990

Managed business operations and client services for commercial photography studio. Produced, cast, location scouted, and styled photo shoots. Developed and executed successful national marketing plan.

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**EDUCATION**

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**Bachelor of Science: Economics; Minor: Political Science; Concentrations: English and Art** • University of Vermont