
PROFILE

Dynamic and effective communications leader with extensive experience developing and managing strategic marketing campaigns for nonprofits, entertainment, education, philanthropy, and e-commerce. Proven history of building inclusive, 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. Demonstrated propensity for innovative thinking and entrepreneurial attitude.

AREAS OF EXPERTISE

- Strategic Planning + Operational Leadership
- Multi-Channel Marketing + Budgeting
- Brand Positioning + Messaging
- Digital Marketing + Website Development
- Content Strategy + Social Media
- Creative Direction + Production in all Media
- Strategic Communications + Publicity
- Market Research + Analysis
- Event Promotion + Photo/Video Production
- Donor Relations + Board Stewardship
- Business Development + Partnerships

CAREER HIGHLIGHTS

- 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/Disney Television Movies and Mini-Series
- Partner in a NYC-based advertising agency focused on entertainment and media

PROFESSIONAL EXPERIENCE

Strategic Marketing + Communications Advisor 2/2008 – Present

Help clients identify opportunities, challenges, and priorities for growth.

Business planning, strategic/operational guidance, integrated communications and marketing, branding, and creative development.

Executive advising, business development, strategic planning.

- Significant career experience on both the ad agency and client side – offering both breadth and depth of expertise to non-profits (in the arts, education, and environment) and for-profit businesses
- Interim CMO, strategic/creative leadership roles
- Co-founder of successful e-commerce brand, Corkboard.com

Director of Marketing and Communications 11/2013 – 10/2018

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 a comprehensive strategic communications and marketing operation targeting diverse audiences that met or exceeded institutional goals for enrollment, fundraising, engagement, alumni relations, retention, and visibility. Collaborative partner with Board of Directors, faculty, and departments throughout the institution, in particular, internal admissions and fundraising teams.

- Pioneered performance based digital marketing strategy to increase enrollment to record levels through redesigned award-winning website, segmented email marketing, digital advertising, social media
- Led market research, branding, creative development, content strategy, news, publications, public relations, event promotion, photo/video production, enrollment/advancement communications
- Reorganized the operations of the Office of Marketing and Communications into a fully functional, high performing internal and external team of partners, agencies, and talent.
- Strengthened the visibility, stature, and reputation of the college through national strategic communications plan, early college thought leadership initiatives, and unprecedented publicity

EXPERIENCE CONTINUED

Director of Marketing, Berkshire Taconic Community Foundation – Sheffield, MA 3/2010 – 11/2013

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, collateral, and digital communications. Re-branded BTCF through donor 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 25th anniversary, grew social media following by 900%, doubled the number of press mentions. Built successful local, regional, and national partnerships to advance philanthropy.

Partner, Vice President/Account Director, MK Advertising – New York, NY 1/1998 – 9/2005

One of five managing partners of a full-service entertainment advertising agency specializing in brand strategy, consumer and B2B advertising. Managed client relationships and led brand 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, requiring a high level of business acumen and thought leadership. Identified and mentored talent.

Creative/Account Supervisor, Grey Entertainment & Media – New York, NY 7/1992 – 12/1997

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, presenting at the highest levels of ABC/Disney. 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.

ADDITIONAL EXPERIENCE

Freelance Marketing Director, CRUDE: A Joe Berlinger Film – New York, NY 7/2009 – 10/2009

Account Executive, Design Team – New York, NY 1/1992 – 7/1992

Marketing and Distribution Manager, Maysles Films – New York, NY 9/1990 – 12/1991

Studio Manager, Marshall Harrington Photography – San Diego, CA 8/1988 – 9/1990

EDUCATION

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

The Nonprofit Learning Program: Training in board governance, fund development, donor communications, and leadership