

## Work Experience

### Marketing Manager: Five Rivers MetroParks

*Dayton, Ohio // December 2013 to present*

Responsible for managing the marketing department's production workflow, working with the director of public information and marketing to develop strategic messaging, and handling public relations and writing. Duties include:

- Manage the marketing team, including a graphic designer, web and digital media specialist, and marketing generalist.
- Develop positive news stories about Five Rivers MetroParks through a variety of communications, including press releases, inbound marketing, social media, e-blasts and print collateral.
- Assist with administration of and strategy for Five Rivers MetroParks social media sites, including various Facebook pages and Twitter, Flickr and Pinterest accounts.
- Manage the marketing department's production flow.
- Work with other agency departments to promote Five Rivers MetroParks' strategic initiatives.

### Public Relations & Promotions Manager/Oregon District Coordinator: Downtown Dayton Partnership

*Dayton, Ohio // March 2008 to December 2013*

Responsible for promoting downtown Dayton as a regional destination and positioning it as a great place to live, work, play and do business. Duties included:

- Develop positive news stories about downtown through a variety of communications, including social media, e-blasts, quarterly reports and print materials.
- Assist with the administration of and strategy for DDP Facebook pages: one for downtown Dayton overall and three for DDP-organized events The Square Is Where, First Friday and Urban Nights.
- Pitch positive stories about downtown to media, write and distribute press releases, manage media buys, maintain relationships with local and regional media, respond to media requests.
- Coordinate all media interviews with the DDP president and serve as spokeswoman for the organization.
- Coordinate all speaking arrangements for the DDP president and board co-chair, including the development of all Power Point presentations.
- Manage and write print and electronic newsletter and other electronic communications.
- Develop, manage and implement promotional campaigns and marketing strategy.
- Manage the development and ongoing promotion of the Greater Downtown Dayton Plan, a strategic blueprint for revitalizing downtown Dayton. During the Plan's development in 2009-2010, closely worked with public and private sector partners; facilitated numerous meetings and public input campaign; led public relations efforts and arts and entertainment committee; and wrote the Plan and accompanying documents.
- Manage communications and public relations for DDP-sponsored events, including Urban Nights, First Friday and the Dayton Holiday Festival.
- Write grants and sponsorship proposals for arts and special projects funding.
- Conduct retention visits with downtown businesses and organizations.
- Manage marketing interns.
- In 2008, led effort to re-brand downtown entertainment district as an arts destination through marketing, publicity and public relations; worked with consultant to develop and design Oregon Arts District logo and website; and wrote all copy for website.

Writing Instructor

*August to November 2007: Wilberforce University, Wilberforce, Ohio*

Taught courses in academic writing basics to college freshmen.

*November 2007 to May 2008: World of Wonder Community School, Dayton, Ohio*

Taught writing-based enrichment course to class comprised of fifth- through eighth-grade students.

Creative Writing Department Director: Stivers School for the Arts

*Dayton, Ohio // August 2006 to June 2007 (Laid off in June 2007 due to District-wide budget cuts.)*

Developed creative writing curriculum for program in which more than 200 seventh- through 12th-grade students in an urban school were enrolled. Duties included:

- Taught high school creative writing courses using technology enhancement and interdisciplinary projects.
- Taught journalism courses in which students produced a national literary magazine, as well as the school newspaper and yearbook.
- Supervised and co-taught with adjunct faculty; responsible for adjunct payroll and scheduling.
- Organized community- and school-based fundraisers and learning experiences.
- Worked with school's foundation to secure funds for publishing literary magazine and develop community support.
- Organized a five-day literary tour of New York City for students.
- Maintained departmental budget.

Adjunct creative writing teacher: Stivers School for the Arts

*Dayton, Ohio // September 2002 to June 2006*

Taught several courses within the creative writing department at urban middle/high school for the arts, including eighth- and ninth-grade creative writing and a journalism course in which students produced a national literary magazine.

Responsible for all aspects of courses, from lesson planning to discipline to grades. Assisted department director with administrative tasks, such as developing curriculum, organizing and hosting fundraisers and events, and public relations.

Assistant Director of Media Relations: University of Dayton

*Dayton, Ohio // July 2003 to July 2006*

Helped manage public relations efforts to promote the university's mission, vision and key initiatives, particularly in its School of Business Administration, School of Education and Allied Professions, Fitz Center for Leadership in Community, and arts programs. Duties included:

- Developed newsworthy items; wrote press releases; promoted programs, research and other initiatives to local, regional and national media; developed relationships with reporters; arranged interviews with UD faculty and staff; and trained them in media relations and interviewing skills.
- Taught undergraduate and graduate public relations and journalism student employees how to develop, write and edit press releases and news articles.
- Wrote extensively for university publications, particularly alumni magazines.

Reporter: *Dayton Business Journal*

*Dayton, Ohio // May 2002 to July 2003*

Covered education, economic development, government, residential real estate and transportation in nine-county region for weekly newspaper. Responsible for breaking news and obtaining exclusive stories on multiple beats.

Cultivated sources and established relationships with community and industry members. Wrote and edited news and feature stories; copy-edited other reporters' stories, and helped write headlines.

Editor: *Impact Weekly/Dayton Voice* newspaper

*Dayton, Ohio // November 1999 to February 2002*

Managed, selected and edited all content for 24,000-circulation alternative newsweekly serving five-county metropolitan region. Duties included:

- Developed and guided editorial vision.
- Supervised all editorial employees, freelance writers and interns.
- Managed editorial department financial and story budgets.
- Wrote news and feature stories, columns, reviews and headlines.
- Coordinated assignments between editorial and art/production departments.
- Led marketing/promotions and redesign committees.
- Responsible for overseeing production of the newspaper, including managing deadlines for all art and editorial copy, final page checks, and ensuring everything was to the printer on time for next-day distribution.

Staff Writer: *Impact Weekly/Dayton Voice* newspaper

*Dayton, Ohio // September 1997 to October 1999*

Wrote feature-length stories and covered such beats as education, social justice, arts, local and state government, and the environment. Edited and managed columns and letters to the editor. Organized promotional events for newspaper; planned and hosted annual poetry and fiction writing contest.

## Education

*August 2008: University of Dayton, Dayton, Ohio*

Graduated summa cum laude with master's degree in teacher education with a concentration in technology-enhanced learning.

*May 1998: University of Dayton, Dayton, Ohio*

Graduated summa cum laude with bachelor of arts degree in secondary education.

*Ongoing*

I currently am in the process of obtaining the nationally recognized professional certification in public relations, the Accreditation in Public Relations credential, through the Public Relations Society of America.

## Awards

*May 2013: Dayton chapter, Public Relations Society of America*

Public relations award for community event to provide progress on Greater Downtown Dayton Plan

*May 2012: Dayton chapter, Public Relations Society of America*

Public relations award for cross-promotional campaign for Roaring Deals, a collaboration with businesses and the arts

*May 2011: Dayton chapter, Public Relations Society of America*

Best-of-show award for multi-media promotions for the Greater Downtown Dayton Plan

*May 2011: Dayton chapter, Public Relations Society of America*

Event coordination award for adding programming to monthly First Friday downtown Dayton art hop

*May 2009: Dayton chapter, Public Relations Society of America*

Two best-of-show awards for public relations work for the Oregon Arts District and development of the district's website

*September 2003: Cincinnati chapter, Society of Professional Journalists*

Best Coverage of Ongoing News: honorable mention for stories related to a technology business

*September 2000: Ohio Society of Professional Journalists*

Best Explanatory Journalism: second place for magazine-length story on electric utility deregulation

## **Community Service**

- Board secretary, Dayton chapter of Public Relations Society of America
- Community Voices radio producer, WYSO 91.3-FM
- Resource Board member, WYSO 91.3-FM
- Board member, Antioch Writers Workshop
- Member, Dayton Sister Cities Committee
- Co-Chair, Marketing Committee, TEDxDayton event