



## PROFESSIONAL STRENGTHS:

Staff supervision and senior-level leadership; organizational spokesperson, news media management; collaboration with large multi-disciplinary teams and organizations; outcome-based project management; budget management and accounting; effective teaching strategies; communication content strategies; technology contracts, web development architecture, database, and application design; graphic design, branding; HTML, CSS, Adobe Creative Suite, Microsoft Suite software, SharePoint, WordPress, Joomla, Composer, GovDelivery, Constant Contact, Canva, ThoughtExchange.

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## Experience

2023 - PRESENT

### Capital Communications Strategist / Puyallup School District

Program communicator, social network administrator.

- Election Campaign Support. Successfully led the 2023 Capital Levy campaign, securing \$175 million for 906 critical school improvement projects. Managed comprehensive education and information campaigns, including flyer and mailer design and distribution, poster creation, special edition newsletter production, project information graphics, presentations, and event coordination.
- Community Engagement. Supported community meetings for the School Capacity and Utilization Task Force with presentation development, information graphics, storytelling, photography, and social media content.
- Website and Program Management. Oversee website program management for Operations and Capital programs, ensuring governance, ADA compliance, site architecture, professional development training, content management, and public records management.
- Social Media Program Management. Manage social media accounts for "Foundations for Our Future" across platforms such as Facebook, Twitter, Instagram, and LinkedIn. Handle content development, community moderation, crisis management, professional development training, and speaking engagements.
- Graphic Design and Marketing Support. Provide graphic design support for various departments, including English Language Learners, Dual Language, Career and Technical Education, and Human Resources. Design and produce marketing materials such as calendars, postcards, and program flyers.

2016 - 2023

### Strategic Communications Manager and Webmaster / Tacoma Public Schools

Senior-level public information officer, team lead, and staff supervisor.

- Website and Program Management. Website program management for 60 district-owned websites. Managed a redesign process resulting in a change to our operational efficiencies structure, streamlined processes, and improved quality assurance, SEO, and performance. Responsible for governance, ADA compliance, architecture, professional development training, content management and curation, public records management.
- Organizational spokesperson, crisis, and news media management.
- Survey research includes ThoughtExchange, a qualitative survey platform to temperature checks our students, staff, and community. Research informs elected-board and cabinet-level actions.

- Social Media Program Management. Manage four district accounts (Facebook, Twitter, Instagram, YouTube), more than 120 school and professional accounts. Responsible for calendar and content development, community moderation, crisis management, professional development training courses, speaking engagements. Marketing material design and production, including the yearly calendar, postcards, and program flyers.
- Communications lead Whole Child, social-emotional learning communications and programs, including Beyond the Bell and Club Beyond in partnership with more than 50 Tacoma-area not-for-profits.

2013 - 2016

## **Deputy Communications Director / Washington State Department of Commerce**

Served as a senior staff member in the Director's office. As part of the External Affairs team, I divided my time equally to directly support the Legislative and Communications teams.

- Launched the GovDelivery email communications tool, increasing push communication subscribers and overall subscriptions of more than 30,000 in six months, resulting in news media and public relations opportunities.
- Mid-project led the agency's external website rebranding and new content management system.
- Launched Facebook, Twitter, and LinkedIn social media channels for the agency. Served on the Social Media Summit development committee and as a moderator at the event.
- Launched a new legislative tracking system developed in partnership with the agency's IT department.
- Tracked legislation for more than five divisions supporting over 100 programs, prepared legislative updates review, analysis, and summarization of all agency-related state policy and budget impacts., presentations, print, and electronic communications to support agency legislative priorities.

2007 – 2013

## **Government Relations and Communications Manager / Puget Sound Partnership, Washington State**

(2004 – 2007, Senior Designer and Webmaster) In 2007, the Puget Sound Action Team, a division of the Governor's office, separated into an independent agency, the Puget Sound Partnership. In both roles, I supported communications and government relations.

- Tracked legislation, prepared legislative updates review, analyzed and summarized all agency-related state policy and budget impacts, and developed presentations and print and electronic communications to support agency legislative priorities.
- Served as an agency spokesperson, supported media relations, wrote press releases, shared success stories online and in print.
- Graphic design work for quarterly print, Soundwaves, publication.
- Management and support of the Puget Sound Starts Here campaign. Worked with more than 750 partners to align under a single brand for social media and outreach.
  - Developed partner toolkits, including photography, information graphics, and brand consistency and standardization templates.
  - Presented outreach and engagement strategies for Puget Sound Starts Here social marketing campaign at several conferences and managed workgroups.
  - Managed contractors to develop an internal website to increase productivity for the agency's public-private workgroups.
  - Mobile application program management with contracted GIS support.

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## **Education**

Master of Business Administration / Western Governors University  
Master of Science, Management and Leadership / Western Governors University  
Bachelor of Fine Art, Visual Communications / Northwest College of Arts

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## Certifications & Professional Development

- **Diversity, Equity, and Inclusion**, Certificate, University of South Florida
  - **Foundations of Leadership**, Certificate, The National Society of Leadership and Success
  - **Dare to Lead** Trained
  - **Measurement Analytics Management**, Certificate, Public Relations Society of America
  - **Lean Six Sigma Green Belt**, GoLeanSixSigma.com
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## Community Involvement & Professional Organizations

- **Washington School Public Relations Association**, President-elect (2021-2023), Vice President of Marketing and Membership (2019 – 2021), *Member-elected*
- **National School Public Relations Society**, Member
- **City Club of Tacoma**, Member
- **Leadership Thurston County**, Alum
- **Junior League of Tacoma**, Sustaining Member (2019 – present), Assistant Director of Communications (2017-2018)
- **Junior League of Olympia**, Kids Count Committee Chair (2016-2017)