

Chelsea AC

Greater Hartford Region / CT

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PROFILE

Marketing communications professional with over 10 years of passionate and mission-driven experience. Ability to listen, identify and provide tangible communications solutions to drive awareness and increased organizational exposure.

KEY SKILLS AND COMPETENCIES

- Relationship builder, effective communicator, problem solver
- Team collaboration; goal-oriented; mission/vision driven
- Strong writing, project and event management skill
- Brand awareness specialty

PROFESSIONAL EXPERIENCE

Boys & Girls Clubs of Hartford, *Director of Communications* (2 years)

- Managed and supported the organization's marketing and communications outreach including Club collateral, website messaging, email marketing, direct mail and social media
- Coordinated and led special events such as the annual GREAT Futures Gala, golf tournament and signature luncheons including the management of venue logistics, event marketing, volunteer support, script writing and slide decks
- Built and fostered relationships with corporate and community partners and aligned meaningful volunteer engagement initiatives across Clubs and school sites
- Worked cross-departmentally bringing new ideas, aligning resources and managing project timelines
- Wrote press releases and supported the organizations external presence with local and national media outlets
- Ensured the BGCH brand was reflective in all materials and standards were met

Hartford Public Schools, *Marketing Operations Manager* (5 years)

- Created and maintained marketing and promotional collateral pertaining to schools within the Expeditionary Learning model
- Served as the schools' spokesperson at city-wide Choice Fairs and related events throughout the Hartford community
- Managed all school communication including website messaging, parent letters & calendars, electronic announcements, and automated telephone messaging
- Worked directly with community partners and afterschool agencies to align program goals to support the mission and vision of the school models

Hartford Public Schools, *Internal Communications Specialist* (3 years)

- Developed, coordinated, and managed all district-wide events such as Teacher of the Year, Academic Competition, Central Office town hall meetings, and Teacher Convocation
- Designed detailed project plans and communication briefs for all events, ensuring key messages were understood, responsibilities outlined, and target audiences identified

- Created marketing communication plans for internal departments
- Editor and publisher of weekly electronic district-wide newsletter 'Achievements & Highlights'

COMMUNITY EXPERIENCE

Boys & Girls Clubs of Hartford, *Special Events*

Supported the event management logistics and marketing communications needs for the 4 signature events of the Boys & Girls Clubs of Hartford

Secured venues, managed contract relationships and led project timelines for key marketing communication tasks (ie. Save the Dates, Sponsorship Asks, Invitations)

Wrote event scripts, designed marketing signage, and wrote all pre and post event communication to attendees

Boys & Girls Clubs of Hartford, *Marketing Communication Plans*

Developed and executed a targeted marketing communications plan to support the Open Choice recruitment of non-Hartford residents to Hartford Public Schools

Served as the schools' spokesperson at community functions and events, met with families, provided school tours, and supported the recruitment functions for all potential and registered families

EDUCATION AND CERTIFICATION

B.S. – Eastern Connecticut State University

PROFESSIONAL CONFERENCES / AFFILIATIONS

- National Boys & Girls Clubs of America (BGCA) - National Conference
- National School Public Relations Association (NSPRA) - National Conference
- Yale School of Management Education Leadership Conference

HOBBIES/INTERESTS

Beauty Ambassador at BareMinerals- Passion for BareMinerals Make-up; serve as a beauty consultant part-time