

By training and professional experience; highly qualified in the management of marketing, communications, government and public relations functions and staff. More than 25 years of experience marketing companies to present a professional public image and consistent brand using integrated marketing campaigns, strategic communications and innovative approaches. Extensive experience with higher education, electronic health records, information technology, and health and human service providers/vendors.

PROFESSIONAL EXPERIENCE

State College of Florida, Manatee-Sarasota (SCF), Bradenton, FL **2015 - Present** **Associate Vice President, Communications and Government Relations**

As Associate Vice President (AVP) for Communications and Government Relations, reports directly to the President and is the senior executive responsible for communications, public relations, external affairs, governmental and community relations. Working collaboratively with the President's Office and other campus leaders, provides influence to advance SCF's work in recruiting domestic and international students; attracting high-quality faculty and staff; engaging SCF's alumni, parents, and donors; creating opportunities for collaboration with community members, business leaders and the media; and promoting the College's brand.

- Serve as College spokesperson, chief communication and public information officer and serves as liaison and registered lobbyist for the College with local, state and federal governmental agencies and the nonprofit sector on public policy issues.
- Responsible for leadership, brand management, creation, direction, and coordination of the College's overall communication and government relations plans and strategies.
- Lead and manage a team of five responsible for the college website(s) design and content, multimedia productions, production services and social media.
- Work with Enrollment and Admissions offices to develop and implement communication efforts to support recruitment, revenue generation and the college Foundation.
- Serve on President's Cabinet as marketing, communications, and public relations expert and on selective and highly skilled task forces and committees.
- Served as Associate Vice President of Communications and Marketing from May 2021 to April 2022 and Director of Communications and Marketing from November 2015 to May 2021.

Adjunct Faculty

Teach Business Presentations and Communication and Principles of Marketing via SCF's eCampus fostering student motivation, learning and achievement. Maintain syllabus for course, create and grade assignments and meet with class regularly while maintaining appropriate professional liaisons with local, state, and national governmental and professional associations and agencies.

Jewish Family & Children's Service of the Suncoast, Sarasota, FL **2013 – 2015** **Director of Marketing**

Strengthened the agency's visibility and brand recognition through community and media outreach, communications, public relations, social media, and website. Produced and developed appropriate communications and public relations materials. Promoted agency mission and message through social media and website. Designed, implemented and facilitated annual marketing plan including strategies to segment and grow donor base. Administered marketing budget and developed outcome measures for the Marketing Department. Developed and produced appropriate fundraising materials to support specific program areas and needs, and Major Gifts Initiative. Provided team support for the activities and events sponsored by the Development Department.

Meridien Research, fka Florida Clinical Research Center, LLC, Sarasota, FL **2010 – 2013** **Marketing & Community Relations Manager**

Managed, directed, implemented, and supervised the site's patient recruiting efforts, including the site's marketing programs, community relations, networking, media relations and advertising for both inpatient and outpatient studies. Developed, implemented, and managed referral development systems for outpatient and inpatient clinical trials. Supervised and worked closely with intake and select clinic staff to ensure timely response to phone calls and/or inquiries from potential new subjects. Represented FLCRC at community events. Coordinated Ad creation, IRB approval and media placement. Completed weekly, monthly and quarterly reports regarding marketing/recruiting, and outcomes. Acted as liaison with advertising contractors. Planned and conducted regular recruitment meetings.

Grapevine Communications International Inc., Sarasota, FL

2010 – 2011

Interim Public Relations & Media Manager

Facilitated Grapevine Communications' Public Relations and Media programs. Responsible for the development of creative copy for marketing materials, such as advertorials. Public relations management included copy writing, event attendance, interviewing, dissemination and follow up of press releases, feature or story proposals to various media outlets, development and maintenance of Public Relations database and distribution lists, and the completion of PR Reports with coverage for clients. Media management included research, rate and value-added negotiations with various media outlets, and the creation of media schedules with detailed specifications for clients.

UNI/CARE Systems, Inc., Sarasota, FL

2000 – 2010

Marketing & Sales Director Developed, maintained, and managed a marketing and sales plan for the Pro-File™ EHR within the human services industry. Throughout my tenure held the roles of Senior Sales Consultant, Communication & PR Director, Editor, and Webmaster.

Communications & PR: Developed and distributed press releases. Designed, coordinated, provided content, and produced Customer and Employee Newsletter. Created, designed and produced communication tools, including flyers, e-mails, letters, and supplements for internal and external distribution. Also re-designed, programmed, updated and administered Company, Employee, Consortium and Customer web site(s). Monitor social media and manage Search Engine Optimization (SEO).

Marketing/Sales Experience: Evaluated and coordinated marketing strategy, based on knowledge of company objectives and market conditions, working with executive staff. Formulated, directed, and coordinated marketing activities and policies to promote products and services. Marketed, promoted, and demonstrated company products and services via telephone using ACT! CRM, presentations, proposals, and attending industry trade shows. Additional sales responsibilities included reviewing pricing, business processes to product offerings, and contract discussions. Interacted with CEOs, CFOs, Clinical Directors (Nurses, MDs, PysD), and IT Directors.

B2B Partners & Distribution Channels: Initiated, closed, and managed business-to-business partnerships and distribution channels to enhance company offerings and products. Partnerships included DrFirst, ClaimRemedi, Microsoft Health & Human Services Alliance, Cognos, Blytheco, PhoneTree, and the like.

Marketing Team Management: Directed the hiring, training, and performance evaluations of marketing and sales staff and oversaw their daily activities. Included identifying markets, setting territories, and sales quotas.

SHOPTHEWORLDBYMAIL.COM an ACXIOM/DMI Company, Sarasota, FL

1997 – 2000

Manager, Webmaster

Managed invoicing, mail, accounts receivable collections, inventory, supply ordering, credit card processing, petty cash, assist with budgets, preparation of annual statistics and supervision of temporary employees, programmers and designers. Supervised the implementation of web site, maintenance of Site Server database, advertising and promoting of the site, initiate and implement branding of the site and products, graphic design of all catalog images, headers, banners and new promotions, HTML coding of all new pages, copy writing, reporting & analysis to include Web Trends, email production, maintenance and distribution of email lists and the developing & creating of new product initiatives. Interact with customers to provide web support and logins.

EDUCATION & CERTIFICATIONS

University of Phoenix, Sarasota, FL

Master of Business Administration/Management & Marketing (Delta Mu Delta)

University of Phoenix, Sarasota, FL

Bachelor of Science in Business/Marketing

Gulf Coast Leadership Institute

Class of 2018 Graduate

Leadership Florida

Connect 10 Class Graduate

Adult, Child, & Infant CPR, Bloodborne Pathogens Certification & Cognitive AED Training

Lowery Communications

Media Training – Effective Media Presentation Skills Training

Sarasota County Technical Institute, Sarasota, FL

PC Support and Business Software Certificate

Ringling School of Art & Design, Sarasota, FL

Techniques and Training of Adobe Photoshop

Family Education Teacher, Sarasota, FL

National Alliance on Mental Illness

Incident Command System, Multi-Hazard Emergency Management for Higher Education
FEMA

PROFESSIONAL AFFILIATIONS

American Marketing Association, Association of Florida Colleges, Council for Advancement and Support of Education (CASE), Leadership Florida, and Florida Public Relations Association.

SIGNIFICANT ACCOMPLISHMENTS

State College of Florida, Manatee-Sarasota

- Led and programmed three commencements as virtual ceremonies; two as drive-through and partnered with local radio station WSLR 96.5 to air the program locally and around the world.
- Managed the COVID-19 communications response and college hotline receiving praise from local community members and leaders for its positivity, effectiveness and transparency.
- Created an award-winning creative strategy, winning multiple awards each year from the national Educational Advertising Awards competition and Association of Florida Colleges Communications and Marketing competition, including sweeping both competitions in 2020 and 2021.
- Successfully increased enrollment for select markets, including for Hispanic population and baccalaureate degrees.
- Each year negotiate a combined advertising savings and value of more than \$800,000 for the College and its Foundation, including a continued rate hold since initial contract negotiations.
- Established baseline data and reports for measuring ROI as it relates to marketing, advertising and communications.
- Increased media reach and advertising value by 69 percent, including requests for SCF subject matter experts to 2.5 per week.
- Through efficient processes and effective team management doubled the department's production.
- Recipient of Spring 2017 Innovation Grant.
- Recipient of Fall 2017 and Spring 2019 Award of Excellence.

Jewish Family & Children's Service

- Co-wrote and oversaw production of agency video that won a 2015 Telly award.
- Implemented marketing and public relations best practices and procedures throughout agency including three-year integrated marketing communications plan with SWOTT analysis, budget, media plan, communications calendar, and implementation plan.
- Saved the agency more than \$15,000 annually using experience, knowledge, and skills during vendor and partner negotiations.
- Wrote website procurement RFP and obtained matching grant of more than \$9,000.

Meridien Research, formerly known as Florida Clinical Research Center, LLC

- Implemented recruiting practices and tracking system for measuring operational and advertising effectiveness.
- Increased incoming patients and referrals sources within three months of joining.
- Developed and implemented CMS database for recording and tracking community contacts and referral sources.
- Successfully implemented PR processes and obtained media coverage of first press release from over 20 local media outlets, including interviews with president/CEO.

Grapevine Communications International, Inc.

- Increased media outlet coverage for Grapevine clients to more coverage than had been provided in the past.
- Saved clients thousands of dollars in media buying and in-kind donations via media negotiations.

UNI/CARE Systems, Inc.

- Programmed and developed customized marketing and sales contact database, using ACT!, for Marketing & Sales Department. Created marketing and sales reports, together with statistical data.
- Designed logo and obtained trademark copyright for main company product.
- Implemented and designed initial 16-page supplement polybagged with Behavioral Healthcare Tomorrow magazine. Coordinated content, proofed editorial and supervised future graphic revision.
- Reorganized, planned and coordinated Annual Users' Group Conference under former management to include; supporting registration materials, Conference CD, 32 page user program, and Exhibit Hall for contributing revenue.
- Built and published corporate web site and rewrote company-marketing literature in three-month time period.
- Managed process and successfully guided company to obtain CCHIT Behavioral Certification (Pilot).

SHOPTHEWORLDBYMAIL.COM

- Managed and multi-tasked multiple positions due to company downsizing.
- Assisted, developed and marketed international catalog web site business plan from concept to implementation.
- Ran office and all supporting functions from home office including marketing, sales, temporary staff, mailings, and customer service.

PORTFOLIO AVAILABLE UPON REQUEST
REFERENCES & ADDITIONAL WORK EXPERIENCE UPON REQUEST