

## Digital Marketing & Communications Management

*Dynamic and goal-focused professional with substantial experience in steering strategic marketing efforts and managing internal and external communications to drive brand development.*

Proven track record of leading comprehensive marketing campaigns as well as developing and executing communications strategies to improve reach to targeted audience and build brand. Credible success in ensuring consistent/impactful messaging, maintaining positive branding/imaging, and nurturing media contacts. Demonstrated expertise in SEO, SEM, content creation, and email marketing. Skilled in increasing client satisfaction by addressing concerns and delivering personalized service. Adept at elevating online community engagement and brand awareness by establishing and maintaining strong social media presence. Instrumental in writing, designing, and editing content for websites and marketing collateral. Adept at managing cross-functional teams and collaborating with stakeholders to achieve marketing goals.

## Areas of Expertise

- Strategic Marketing Coordination
- Internal & External Communications
- Social Media Management
- Content Creation & Management
- Campaign Development & Execution
- Stakeholder Collaboration
- Public & Media Relations
- Brand Positioning & Messaging
- Advertisement & Promotions
- Marketing Collateral Design
- Event Planning & Management
- Search Engine Optimization

## Relevant Experience

### State Library of Louisiana | Baton Rouge, LA

Communications Director, Sep 2006 – Feb 2015

Designed and managed multiple festival websites, ensuring user-friendly navigation and up-to-date content. Nurtured and expanded media contacts, enhancing library's public image and outreach capabilities. Crafted and disseminated hundreds of print and digital content pieces, maintaining organization's positive branding and image across various platforms. Leveraged CMS to sustain primary organization website. Ensured consistent messaging by managing internal/external communications. Authored and edited hundreds of press releases, crafting compelling narratives to garner media coverage. Drafted impactful speeches for C-Suite leaders, including Lt. Governor and Governor of Louisiana.

- Increased public festival attendance tenfold from an initial 3K to peak of 30K through targeted strategic marketing efforts.
- Directed comprehensive marketing and communications initiatives for major workforce development project, overseeing budget of **\$11.15M**, resulting in enhanced public access to career and educational resources that deliver 133K+ hours of training in office and computer skills, contributing to community professional growth.
- Elevated online community engagement and brand awareness by establishing and maintaining social media presence.
- Enhanced reach to the targeted audience by developing and executing strategic marketing/communications strategies.
- Drove public participation and maximized event impact by marketing eight large-scale public festivals.
- Managed festival marketing budget, increasing from \$5K to \$40K.

## DoubleLab Designs, Lake Charles, LA

Owner/COO, Jul 2002 – Sep 2006

Oversaw daily business functions and steered comprehensive marketing initiatives for diverse clientele. Managed client consultations to identify requirements, ensuring high satisfaction and repeat business. Authored and designed compelling website content and marketing collateral to elevate client presence in digital space.

- Bolstered corporate imaging by designing distinctive logos and promotional pieces.
- Increased client retention by consistently addressing concerns and delivering personalized service.
- Fostered new business growth through targeted promotional campaigns and strategic marketing efforts.

## Career Experience

### Caregiver | Lake Charles/Dry Prong/Bossier City, LA

Jun 2019 – Jan 2026

- Administered comprehensive care to an advanced Alzheimer's patient (my mother), ensuring fulfillment of daily needs with empathy and attentiveness.
- Earned MS degree during this time and gained insights on new trends and technologies.
- Provided essential personal care including feeding, bathing, dressing, and administering medication with a focus on promoting comfort and quality of life.
- Engaged in meaningful activities to enrich the patient's daily experience, fostering a positive and supportive environment.

### Waitr Holdings | Lake Charles, LA

Quality Control Specialist, Nov 2016 – Jun 2019

- Ensured quality, accuracy, and consistency across company communications, leveraging expertise in AP Stylebook to edit and lay out 29 training manuals and presentations.
- Developed comprehensive eLearning applications, mastering Adobe Captivate to create seven modules for training 1000+ staff members.
- Maintained high standards in visual content by editing thousands of photographic images, ensuring brand consistency and professional imaging.

## Education

**Master of Science in Digital Marketing and Design**, Brandeis University, Waltham, MA

**Bachelor of Arts in Journalism | Specialty: Advertising - Minor: History**, Louisiana State University, Baton Rouge, LA

## Technical Skills

**Apps & Languages:** Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign, Acrobat, Dreamweaver, Premier Pro, Audition) | Adobe Captivate | Microsoft Windows | Microsoft Office | Mac OS | Asana | SharePoint | Slack | Zoom | HTML | CSS | SaaS environments

**Digital Marketing Tools:** Ahrefs | Balsamiq Wireframes | Canva Business | draw.io | G Suite | Google Ads | Google Analytics | Google Keyword Planner | Google Search Console | Hootsuite | HubSpot | Lucid Chart | Mailchimp | Constant Contact | SEMrush