

PROFILE

PMP® certified strategic communications and operations senior manager with 15 years of award-winning success in the arts and entertainment, healthcare, and technology sectors. Expertise includes change management, creative/content development, corporate communications, operational excellence, process improvement, public relations, and storytelling.

KEY ACCOMPLISHMENTS

- Developed Cerner Government Services Strategic Communications & Engagement team's first ever comprehensive strategy (including objectives, focus areas, tactics, KPIs, and OKRs).
- Received 9 awards for West Palm Beach Arts & Entertainment District and Sandi the Holiday Sand Tree social media and digital marketing initiatives.
- Built and executed a data-driven, digital marketing strategy for Disney Cruise Line recruitment, resulting in a 25.5% decrease in post volume, 42.2% increase in follower engagement, and 30% increase in team capacity.

WORK EXPERIENCE

AMGEN, Orlando, FL Aug 2024 – current

Strategic Planning & Operations Sr Manager – General Medicine & Obesity

- Serve as Chief of Staff to Global Regulatory Affairs and Strategy (GRAAS) General Medicine and Biosimilars Vice President and Obesity Associate Vice President.
- Support team leads as a strategic partner in developing goals, strategies, and rhythm of business activities.
- Develop and maintain tools, dashboards, and communications to support internal and external engagement and awareness of team activities.

MAYO CLINIC, Orlando, FL Sep 2021 – June 2024

Manager- Strategic Ops, Center for Digital Health

Communications

- Managed internal and external communications strategies that align to and promote CDH and Mayo Clinic business objectives.
- Implemented Workfront project management application resulting in better resource management, increased collaboration, and improved productivity.
- Led the change management communications strategy for the Product Playbook, resulting in 68.7% product usage rate.
- Created 2024 comprehensive communications strategy to promote CDH products and services through executive thought leadership, internal promotions, external partnerships, and storytelling.

Product Operations

- Established the Quarterly Portfolio Review (QPR) process for the Product & Experience Design organization (200+ participants).
- Developed a digital engagement and communication strategy to increase SharePoint awareness and utilization among internal and external CDH audiences (1200+ users).
- Managed a team of 2 direct reports to execute team and division-wide creative projects.

CERNER CORPORATION, Arlington, VA Aug 2020 – Sep 2021

Project Manager (Operations), Strategic Communications & Engagement

- Led and managed operations, web content updates, KPI/OKR development, and strategic planning initiatives.
- Allocated and optimized a \$2.5 million annual budget across 4 departments.
- Developed measurement framework to monitor program progress, increasing key stakeholder awareness and support.
- Established CGS executives as thought leaders in the health and government consulting industries.

THE WALT DISNEY COMPANY, Lake Buena Vista, FL Feb 2018 – Nov 2019

Communications & Social Media Specialist

- Managed 2 direct reports to support global talent acquisition content marketing projects for 5 international clients.
- Utilized statistical reporting to identify opportunities and optimize ad performance, decreasing cost-per-action by 48%.
- Developed paid social ad campaigns that increased applications by 41.4% while decreasing cost-per-click (CPC) by 81.2%.
- Performed regular data analysis and reporting to share results against business needs with stakeholders and executive leadership.

ROWI CONSULTING, Orlando, FL

Feb 2014 – Apr 2021

Owner & Strategic Communications Director

- Developed and implemented customer-centric marketing and communications strategies to align with client business objectives.
- Devised a best-in-class experience for Sandi the Holiday Sand Tree (@SandiTreeWPB) via social media, resulting in significant engagement from followers online, increased foot traffic, additional scheduled show times, and international news coverage.

LEVATAS, Palm Beach Gardens, FL

Oct 2013 – Aug 2014

Social Media Specialist

- Created data-informed social media strategy to iteratively improve clients' organic and paid campaign results.
- Secured national on-air coverage for OpenMe on Elvis Duran and the Morning Show, reaching an audience of 5.5 million listeners weekly.

MAX BORGES AGENCY, Miami, FL

Apr 2013 – Oct 2013

Social Media Account Executive

- Ensured social media program strategy alignment to business objectives of 6 technology clients.
- Designed a content calendar template that reduced review process time by 30% and improved team efficiency by 25%.
- Managed agency partners and third-party vendors to optimize multi-channel marketing campaigns, leading to a 5% increase in online sales.

MEDIA CONNECT PARTNERS, LLC, Hollywood, FL

Oct 2012 – Apr 2013

Social Media Analyst & Digital Strategist

- Managed digital marketing needs for 3 clients including social media campaigns, content creation, and content management system (CMS) updates.
- Increased Teen Choice Live! ticket sales by 20% in one month through a multi-channel social media engagement strategy.
- Revitalized live event outreach strategy resulting in record participant numbers and international news coverage.

SKILLS

Professional: Account Management, ADA, Adaptability, Advertising, Advocacy, Agile, Branding (Guidelines, Management, Marketing), Brand Partnerships, Budgeting, Business Strategy, Campaign Management, Change Management, Client Management, Communications (Corporate, Crisis, Executive, External, Internal, Oral, Strategic, Written), Competitive Analysis, Copywriting, Content (Creation, Curation, Strategy), Corporate Affairs, Critical Thinking, Cross-functional Collaboration, Data Analysis, Digital Engagement, Digital Strategy, Decision Making, Employee Engagement, Flexible, GTM, Healthcare, HTML, Interpersonal Skills, Kanban, Lead Generation, Lean, Life Sciences, Management, Marketing (Digital, Domestic, Email, Global, Omnichannel, Social Media, Traditional), Market Research, Mentorship, Navigating Ambiguity, Operations, Organization, Paid Media, Platform Management, Portfolio Management, Presentations, Product Management, Product Marketing, Program Management, Project Management, Proofreading, Reporting, Research, Scrum, Six Sigma, Standard Operating Procedures (SOPs), Storytelling, Taxonomy, Team Management, Technology, Thought Leadership, Vendor Management, Video

Softwares: Adobe, Aha!, Basecamp, Cision, Confluence, Hootsuite, JIRA, Keynote, MailChimp, MediAtlas, Microsoft Office Suite, Photoshop (Basic), PowerBI, Social Studio, Salesforce, SAP, SharePoint, SmartSheet, Sprinklr, Tableau, Workfront, WordPress, Wrike

CERTIFICATIONS

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| • Managing Successful Programmes (MSP®), Axelos® | Nov 2022 |
| • Project Management Professional (PMP)® , Project Management Institute | May 2021 |
| • Certified ScrumMaster® (CSM®) , Scrum Alliance | July 2021 |
| • Certified Scrum Product Owner® (CSPO®) , Scrum Alliance | July 2021 |
| • Six Sigma Lean Green Belt- Healthcare (LGBH) , Management & Strategy Institute | July 2021 |

EDUCATION

- **Sport and Exercise Science MS**, University of Central Florida
- **Bachelor of Arts with Honors – Major: Humanities**, New College of Florida