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### EXPERTISE

- Analytics and Assessment
- Brand Management
- Budget Management
- Communications Planning
- Community Engagement
- Content Creation and Strategy
- Digital Marketing
- Email Marketing
- Emergency Communications
- Program Management
- Public Relations
- Search Engine Optimization (SEO)
- Stakeholder Engagement
- Strategic Planning
- Team Leadership
- Website Management

### EDUCATION

#### Master of Arts

Professional Communication  
Southern Utah University

#### Bachelor of Science

Public Relations & Advertising  
Weber State University

### CERTIFICATIONS

- Google Ads Search
- HubSpot Content Marketing
- Social Media Marketing

### AWARDS

- Golden Spike Awards 2023, Public Relations Society of America (PRSA)—News Writing
- Golden Spike Awards 2023, PRSA—Print Publication
- Golden Swoops Awards 2019, Housing & Residential Education (HRE)—“Team” Value

### SELECTED EXPERIENCE

#### Associate Director, Marketing & Sales

Dec. 2023–Present

Utah Smart Energy Lab at the University of Utah / U.S.-Canada WIRED Global Center

- Serve on leadership team and provide direction for lab’s and center’s program management, marketing, communications, community engagement, and events
- Manage operational procedures for multiple research, development, marketing, and educational programs
- Collaborate with 30 faculty members to develop and produce project reports, evaluate project efficacy, and optimize project performance and outcomes
- Write and edit project proposals, research materials, and outreach publication including articles, newsletters, and website content, to enhance project visibility and engagement
- Serve as key liaison between projects and internal/external stakeholders to foster collaboration and communication

#### Communications Editor / Content Strategist

Sept. 2022–Dec. 2023

Huntsman Cancer Institute at the University of Utah / Salt Lake City, UT

- Researched, wrote, and edited content, ensuring it aligned with brand guidelines
- Conducted extensive SEO research; performed on-page and technical SEO audits to identify content gaps and opportunities to improve search performance
- Used analytical tools to run weekly, monthly, quarterly, and annual reports to inform all content writing and editorial planning
- Established and nurtured relationships with internal and external stakeholders
- Represented communications team during meetings with various departments at Huntsman Cancer Institute and University of Utah Health

#### • Associate Director, Communications & Assessment

March 2021–Sept. 2022

University of Utah Housing & Residential Education / Salt Lake City, UT

- Recognized and promoted from Assistant Director to Associate Director
- Served on department management and leadership teams to guide operations
- Identified short-term and long-term budget, staffing, and resource needs, including the development and implementation of functional area budget; responsible for inventory and purchasing, variance reports, and financial planning
- Planned and trained staff to travel on behalf of department for recruitment events
- Provided direction for all marketing and assessment projects for full organization
- Developed strategic marketing plan and annual calendars; managed 12+ campaigns simultaneously; reviewed objectives and delegated accordingly
- Supervised team of full- and part-time marketing staff; provided learning opportunities, developed talent, and measured professional growth
- Oversaw staff recruitment, hiring, and onboarding; served on search committees
- Developed strategic assessment plan for department; implemented tools and strategies for collecting, assessing, visualizing, and translating key takeaways
- Built and maintained strong relationships with campus and external stakeholders

#### • Communications & Assessment Coordinator

June 2019–March 2021

- Managed team of marketing, communications, and graphic design employees; planned scope of work, provided feedback, and delegated work appropriately; led career development and supported team’s professional goals
- Planned, managed, and executed organization’s digital presence, including website, social media, blog, webinars and town halls, and video projects
- Ensured grammatical accuracy and maintained editorial brand standards for content
- Provided editing and proofreading services to functional areas across department
- Analyzed marketing metrics from variety of sources; reported on trends
- Represented department at in-state and out-of-state events with the Office of Admissions; booked travel for self and others and submitted expense reports

### COMMITTEES

- **Communications Committee**, University of Utah Health, 2023
- **Patient Education Committee**, Huntsman Cancer Institute, 2023
- **Division of Student Affairs Social Connections Committee**, University of Utah, 2020-2022
- **HRE Communications Task Force**, University of Utah, 2020-2022
- **Community Allied Resources to End Sexual Violence (CARES) Coalition**, 2017

### VOLUNTEER WORK

- Habitat for Humanity
- CARES Coalition
- Utah Coalition Against Sexual Assault (UCASA)
- The Mothers' Nest
- Primary Children's Hospital
- Best Buddies Utah
- Boys and Girls Club of America

### SOFTWARE & SYSTEMS

- **Advertising:** Google Ads and Meta (Facebook and Instagram)
- **Content Management Systems:** Wordpress, Wix, and Webflow
- **CRM Systems:** HubSpot and StarRez Housing Software
- **Data Analysis:** Google Analytics, Excel, SEMRush, Serpstat, Qualtrics, and Looker Studio
- **Design:** Adobe Creative Cloud
- **Email Platforms:** BEEPro, MyEmma, HubSpot, StarRez, MailChimp, and Consant Contact
- **Project Management:** Asana, Monday, Teamwork, and Trello
- **SEO Tools:** GSC and SEMRush
- **Social Media Analytics:** Hootsuite and SEMRush
- **Social Media Management:** Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok
- **Surveying:** Google Forms, Microsoft Forms, Qualtrics, and Survey Monkey

### SELECTED EXPERIENCE (Continued)

**Content Marketing Specialist** Feb. 2018–May 2019  
hh2 Cloud Services (Construction Industry) / Clearfield, UT

- Directly and independently managed annual advertising budget of \$100,000+
- Organized and executed all aspects of paid advertising/PPC using Google Ads
- Collaborated with team to create various marketing materials using Adobe Creative Cloud—Illustrator, Photoshop, InDesign, After Effects, and Premiere Pro
- Wrote and optimized original content for search engine optimization (SEO)
- Created content and oversaw all editing for company's social media, blog, emails, newsletter, newsroom, and website using expertise in AP and Chicago Style

**Primary Prevention Coordinator** May–Nov. 2017  
Davis Technical College / Kaysville, UT

- Assisted Davis Technical College in creating a grant-sponsored primary prevention program in alliance with the Utah Department of Health, Safe Harbor Crisis Center, and UCASA that focused on informing and reducing risk factors for sexual assault and partner violence
- Researched and developed content for various print and digital collateral
- Designed print and digital promotional and educational materials, such as brochures, flyers, and web content
- Planned, promoted, and represented organization at various educational and community outreach events
- Used understanding of the social-ecological model to understand the relationship between individuals and their environment
- Became Bystander Intervention, Train-the-Trainer certified

**Customer Retention Manager** June 2014–November 2015  
Convergys / Ogden, UT

- Employed strong interpersonal communication skills to address concerns, resolve matters, and provide appropriate solutions to maintain positive relationship
- Acted as on-floor supervisor to de-escalate inquiries from various departments including technical support, customer loyalty programs, and sales teams
- Managed multiple projects and accounts concurrently, employing strong organizational skills to prioritize responsibilities and tasks effectively
- Utilized a myriad of operating systems and computer programs to streamline customer care process, enhance efficiency, and optimize customer engagement
- Developed and maintained strategic relationships with key stakeholders, including customers, clients, and internal and external partners

**Sales Associate**  
Rue 21 / Clinton, UT

- Shared product knowledge, provided exceptional customer service, and trained new associates

**Cashier and Hostess**  
Sandy's Fine Foods / Ogden, UT

- Managed Point of Sale transactions and provided exceptional customer service

**Sales Associate**  
American Eagle Outfitters (AEO) / Ogden, UT

- Served as brand ambassador, delivered exceptional service, and trained new hires

**Server**  
Denny's Diner / Ogden, UT

- Efficiently managed orders, communicated with patrons, and ensured a quality dining experience