

MARKETING & COMMUNICATIONS LEADER

Strategy Development • Brand Equity & Visibility • Business Development

Highly motivated marketing and communications professional with expertise in integrated marketing providing leadership skills to help achieve and exceed target growth. Demonstrated ability to identify and capitalize on market opportunities and develop strategies that increase value and brand visibility. Relied upon for outstanding skills in communications, branding, advertising, media relations, social media, events, collaborative relationships, community relations, and engagement.

CORE COMPETENCIES

- Marketing Strategy
- Brand Strategy & Management
- Strategic Communications
- Writing/Editing/SEO
- CRM Execution
- Media Relations
- Project Management
- Content Marketing
- Social Media
- Budget Management
- Community Engagement
- Problem-Solving
- Thought Leadership

PROFESSIONAL EXPERIENCE

Wayne State University, Detroit, MI

July 2022-Present

Director of Marketing and Communications

Direct and implement digital and traditional marketing, communications, and media relations plans for Wayne State University Law School. Manage owned, earned, and paid media, utilizing metrics and educational data to position the Wayne Law brand as a leader in a competitive market. Manage a team of direct reports where professional development, diversity, and inclusion are encouraged and supported.

Key Achievements

- Rebuilt and oversee Marketing and Communications team to support future growth, goals, objectives, and internal stakeholders.
- Managing digital marketing campaign for JD and non-JD programs which includes but not limited to email, Google display, OTT, and social media advertising.

Madonna University, Livonia, MI

October 2016-July 2022

Director of Marketing

Responsible for University marketing, branding, communications, social media, community engagement, and brand licensing. Develop and implement strategic marketing and communication plans for Undergraduate Admissions, Graduate Admissions, Financial Aid, Student Affairs, Enrollment Management, Institutional Advancement, and the Alumni Office to meet business objectives for student recruitment, and fundraising. Adjunct School of Business faculty, taught Principles & Practices of Advertising and Integrated Marketing Communications online utilizing edtech, certified in online instruction.

Key Achievements

- Effective communicator and analytical figure chosen for Covid-19 Emergency Response Team
- Led multi-media lead generation campaigns for prospective students including display outreach/Google PPC ads, display retargeting, geofencing, geotargeting, social media behavioral targeting, Instagram and SnapChat story ads, IP Targeting, LinkedIn, and SEO
- Transfer campaign resulted in 300% increase in visits to Transfer web page; Undergraduate ad campaign resulted in 29% increase in RFI submissions from Facebook; 33% increase in submissions from Instagram story ads; IP Targeting drove 12% increase in impression volume and a CTR of 0.12% meeting benchmark; Display retargeting drove 0.11% CTR surpassing 0.10% benchmark; Graduate LinkedIn campaigns resulted in 58.54% increase month over month in comments, follows, likes, shares.

Marketing Consultant and Business Development Strategist, Novi, MI June 2016-December 2019
Develop business-to-business and business-to-consumer strategies and marketing collateral for small businesses, providing brand visibility and business development in target markets.

Key Achievements

- Wrote marketing plans and content for marketing materials, web, and social media.
- Consultations on how to maximize and package brand to build equity and secure business partnerships resulting in increased clientele, revenue.

St. Mary Mercy Hospital/St. Joseph Mercy Health System, Livonia, MI 2002-June 2016
Director, Marketing and Public Relations (2008-2016)

Responsible for all Marketing, public relations, and communications. Led the development and execution of innovative marketing strategies in coordination with strategic, financial, and master facility goals to drive revenue for the third largest hospital in Saint Joseph Mercy Health System, a member of Trinity Health (national). Identified and led brand marketing opportunities for all strategic services and led teams and agencies through campaigns from discovery to implementation to measurement within budget (\$2 mil). Managed staff of internal and external writers, photographers, videographers, web designers, freelancers, agencies, and other vendors.

Key Achievements

- Directed and implemented organization's strategic marketing plan for all targeted services, driving patient volumes and profitability through multi-media campaigns meeting budgets and deadlines in a fast-paced environment.
- Spearheaded marketing campaign for startup of physician network initiative, focusing on primary care which contributed to 35% increase in patient volume in one year for the practice.
- Directed launch of high-visibility, innovative bariatric services campaign with staff and agency teams that included social media, traditional and digital advertising, TV commercials, patient video diaries and a 30-minute TV show, resulting in a 29% increase in patient visits to the practice.
- Maintained leadership responsibility for organization's \$100K sponsorship budget, executing creative strategies to leverage brand equity and visibility in the market.
- Event planning and fundraising event responsibility, directing multiple committees simultaneously to host public events for grand opening of hospital's major building addition with advanced services, targeting VIP audiences. Multiple events attended 200 to 2,500 people.

Manager, Marketing and Public Relations (2006-2008)

Responsible for management of service line marketing and communications plans, initiatives, and tactics. Supervised teams and managed production of communications, media, promotional events, and advertising support to drive volume and profits for respective services.

Key Achievements

- Managed copywriting, creative, database and production of Customer Relationship Management (CRM) campaigns annually, resulting in a positive return on investment and downstream revenue.
- Maintained editorial responsibility for monthly internal/external magazines, producing publications on time and within budget for circulation up to 70,000.
- Cross-functional lead for roll-out of electronic medical record communications initiatives, persuading staff to support and embrace change.
- Project responsibility for content and creative collateral for all strategic communications initiatives, including remarks, scripts and talking points for CEO and executive leaders' presentations, radio, TV and media interviews, and educational and promotional videos.
- Project management for image study and market research, developing strategies from data for leveraging image, brand, and reputation management.

Marketing and Media Specialist, Marketing and Public Relations (2004-2006)

Responsible for all marketing and media initiatives including strategic development of unified internal and external messages to improve brand image, equity in the market and drive business. Led media relations strategies in coordination with marketing campaigns leveraging unified messages. Team lead for

representation at promotional events and collaborative business groups to build relationships and brand awareness in the market.

Media Coordinator, Marketing and Public Relations (2002-2004)

Built rapport and maintained relationships with TV, radio, and print media representatives, pitching newsworthy stories to secure local coverage valued at \$75K in print advertising annually. Managed proactive and reactive media relations, crisis management support and reputation management.

Observer & Eccentric Newspapers , Metro Detroit, MI, Free-Lance Writer/Journalist	2002-2006
Livonia Family YMCA , Livonia, MI, Director, Marketing and Membership	2001-2002
YMCA of Metropolitan Detroit , Detroit, MI, Marketing Specialist	2000-2001

EDUCATION

Master of Arts in Higher Education Administration, Madonna University, Livonia, MI

Master of Business Administration, University of Detroit Mercy, Detroit, MI

Bachelor of Arts, Albion College, Albion, MI

CERTIFICATIONS& AWARDS

Digital Marketing Institute - Certified Digital Marketing Professional (CDMP) (2023) • LinkedIn Content Marketing Foundations Certification (2019) • Online Instructor Certification (2019) •

Gold Award: Discover Remarkable TV Show, Bariatric Services (MarCom, 2013) • Emmy Award nomination: Discover Remarkable TV Show, Bariatric Services (The National Academy of Television – Michigan Chapter, 2012) • Gold Award - Life & Health Magazine (multiple years)

PROFESSIONAL MEMBERSHIPS

Angela Hospice Board of Directors (2023-present) • American Marketing Association (AMA) (2012-Present) • Public Relations Society of America (PRSA) (2004-2016) • Board of Advisors, University of Detroit Mercy School of Business (2014-2016) • Board of Advisors, Livonia Family YMCA (2013-2020) • Board of Advisors, Plymouth Family YMCA (2003-2007; 2020-Present) • Society of Strategic Healthcare Marketing and Development (SHSMD) (2005-2016)