

Strategic marketing and communications leader experienced in executing integrated plans that drive urgency, engagement, and results across communications, public relations, website development, and email and social media marketing for nonprofit and higher education institutions. Accomplished writer, editor, and designer with strong expertise in using generative AI and writing effective prompts to accelerate content development, refine messaging, and improve workflow efficiency. Proven people leader who fosters collaborative, high-performing teams and a disciplined project manager who consistently delivers results on time and within budget.

Expertise and Skills

- Copywriting, content strategy, writing, editing, Associated Press Style, public/media relations, digital project management, design development, marketing, digital marketing (social media, email, Google Ads), crisis communications, internal communications, and AI-assisted content creation and prompt engineering
- Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Creative Suite, Cision, Google Analytics, Asana, Mailchimp, Hootsuite and social media insights, Raiser's Edge and Luminate, content management systems (WordPress, Squarespace), and generative AI tools for content ideation, optimization, and workflow efficiency

Professional Experience

General Boards of Global Ministries and Higher Education and Ministries

October 2024 — present

Senior Manager of Digital Engagement

Oversee and execute an integrated agency digital strategy encompassing digital advertising, web platforms, and email communications. Analyze channel analytics to assess performance, identify optimization opportunities, and guide strategic adjustments to maximize engagement and return on investment.

- Led institutional web strategy and optimization for two agencies, including the UMCmission.org relaunch, establishment of ROI metrics, and creation of monthly/quarterly performance reports; retired two external sites in 2025 with additional migrations in progress.
- Exceeded content production goals by 125%+, serving as GBHEM content lead and collaborating with program stakeholders to publish 81 stories in 2025 (goal: 36), significantly strengthening program visibility and engagement.
- Improved email marketing performance and infrastructure, launching a quarterly GBHEM newsletter with a 33.7% average open rate (44.5% peak), migrating Global Ministries to MyEmma CMS, and integrating the HEM database into fundraising appeals with Q4 open rates of 29.7% and 0.4% bounce rate.
- Led an award-winning redesign of the BOM Library, transforming it into a searchable, user-centered resource that drove a 624% increase in sessions and 494% growth in active users, earning a United Methodist Communications Association digital communications award.
- Mentored and supervised a digital media producer, strengthening analytical reporting skills, increasing confidence in vendor and stakeholder meetings, and improving efficiency and independence in day-to-day digital operations.

Atlanta Ronald McDonald House Charities, Atlanta, GA

August 2018 — October 2024

Digital Marketing Manager

Set and execute institutional digital strategy, inclusive of digital ads, website, and email communications.

Responsible for design development for all digital and printed communications.

- Increased online giving by 20% through digital channels, raising \$8M with a 4.6% annual growth rate, while expanding the donor database by 45% to 21,126 donors.
- Grew BMW Raffle digital ticket sales by 24.2% over three years by optimizing social ads and launching a dedicated sales landing page, generating \$619K and supporting 3,869 families; in 2023 alone, raised \$240K from 2,946 tickets.
- Led the 2020 relaunch of armhc.org, driving sustained gains over three years, including +73% traffic, +32% sessions, +26% new users, +77% returning visitors, +33% engagement rate, and a 33% reduction in bounce rate.

- Developed and optimized email marketing strategy, improving targeting, personalization, and performance tracking, resulting in a 23.7% increase in open rates and reducing bounce rates to 1.7%.
- Drove growth across all social channels, increasing Facebook followers 34.5%, Instagram followers 50.8%, and LinkedIn followers 72%, while improving engagement rates on each platform over four years.
- Delivered 1,450 digital and print communication projects in six years, consistently on time and within budget, saving the organization approximately \$30K annually in design costs.

Georgia State University College of Law, Atlanta, GA

August 2012 — July 2018

Director of Communications

Founded the college's marketing and communications office. Set and executed comprehensive marketing and communication plans to support institutional strategic initiatives, enhance scholarly reputation, and drive student recruiting.

- Built and led a high-performing communications team that advanced institutional goals and contributed to the College of Law's rise to a national ranking of 65 over six years; consistently managed budgets and returned \$50K to the university in FY2017.
- Migrated and redesigned law.gsu.edu to WordPress, elevating the College of Law's digital presence and recruitment efforts; drove sustained year-over-year growth in users, including +134% (2015), +250% (2016), and +276% (2017).
- Developed integrated alumni communications strategies, including a triannual magazine, bimonthly email newsletters, targeted campaigns, and social media, increasing alumni engagement and helping drive a 31% increase in donor gifts in two years and \$1.6M in annual fundraising; exceeded a \$25M capital campaign goal by \$1M one year early.
- Enhanced institutional reputation through targeted media relations, positioning faculty as legal experts and generating 7,121 media placements in three years, a 70% increase in coverage across local, regional, and national outlets.
- Redesigned Georgia State Law magazine, shifting focus to practice-relevant content and publishing three issues annually to better serve alumni practitioners.
- Launched a strategic admissions communications campaign, reimagining collateral with dedicated website to support prospective and admitted students through streamlined information and forms.
- Created and executed a social media growth strategy for prospective students and influencers, achieving +529% Instagram followers, +72% Twitter followers, +30% Facebook engagement, and +4% LinkedIn growth by Q1 2018.

Emory University School of Law, Atlanta, GA

November 2008 — July 2012

Associate Director of Publications and Emory Lawyer Editor

Positioned institutional publications to align with school's positioning as an innovative top 20 law school on the rise. Developed content strategy and publication plans for alumni magazine and admissions collateral.

- Re-conceptualized Emory Lawyer alumni magazine to elevate alumni, student, and faculty voices; developed editorial budget, launched an online edition, and managed external vendors, contributing to increased print demand (86% preference in 2009, up from 70% in 2007).
- Created and launched Emory Insights, a faculty research journal for peer institutions, while supporting media relations and positioning faculty as subject-matter experts with local and national outlets.
- Developed and implemented admissions communications strategy, redesigning collateral to highlight signature programs and authentic stakeholder voices; contributed to increases in the median LSAT score and GPA of admitted students.
- Jointly managed social media strategy and channels (Facebook, Twitter/X, LinkedIn, YouTube), supporting academic admissions, fundraising and alumni initiatives through coordinated communications campaigns.

Georgia Institute of Technology, Atlanta, GA

March 2006 — November 2008

Senior Information Specialist, Professional Education Unit

Established messaging and branding for 30+ programs across direct mail and digital channels, including unit's annual reports, using market research data.

- Developed messaging and positioning for 400+ annual direct-marketing and lead-generation initiatives, spanning websites, landing pages, paid search, email campaigns, and press releases for professional education, distance learning, and conference programs.
- Led website redesign strategy for dlpe.gatech.edu, using market research to rewrite and unify site messaging, resulting in a 10% increase in traffic over the prior design.

Agnes Scott College, Decatur, GA

January 2022 — March 2006

Senior Writer/Editor

Assisted with the writing and editing of Agnes Scott The Magazine, the College's website, and electronic/print newsletters.

- Edited quarterly newsletter, *Main Events*, highlighting alumnae (writing, editing and supervising freelancers and interns). By including business reply envelope, *Main Events* generated \$100,000+ in donations in 4 years.
- Created and edited biannual *Bold Aspirations* newsletter as part of campaign to raise to raise \$60 million. Campaign exceeded goal by \$10 million.
- Maintained college website, as well as edited bimonthly electronic newsletter for students.

Newspaper Experience

<i>Atlanta Journal-Constitution, Atlanta GA</i>	<i>News/Sports Designer</i>	March 1999 — January 2002
<i>Albuquerque Journal, Albuquerque, NM</i>	<i>Assistant Design Director</i>	March 1996 — March 1999
<i>Supervised staff of 10; oversaw design of weekend papers; developed special sections</i>		
<i>The Augusta Chronicle, Augusta, GA</i>	<i>Copy Editor/Designer</i>	January 1994 — March 1996
<i>The Albany Herald, Albany, GA</i>	<i>Copy Editor</i>	August 1993 — January 1994
<i>The Jonesboro Sun, Jonesboro, AR</i>	<i>Reporter</i>	December 1991 — August 1993

Community Involvement

- **Co-Chair, Coalition for a Diverse DeKalb (2023–2026):** Co-led coalition advocating for affordable housing; relaunched website and social media channels, supporting successful advocacy to reinstate Missing Middle Housing Zoning in Decatur.
- **Secretary, Beacon Hill Middle School PTA (2022–2023):** Recorded and published meeting minutes, led parent email communications, designed print collateral, and launched a new website.
- **Elder / Personnel Chair, North Decatur Presbyterian Church (2018–2021):** Developed and executed a three-year staffing and compensation plan; reduced rising health insurance costs for lay staff and updated personnel policies to reflect legal and procedural changes.
- **Communications Director, 159 Georgia Together (2017–2018):** Grew digital newsletter subscriptions from 10 to 453 in 12 months; managed social media and a private community of 18,600 members; launched a website that increased traffic 27% in nine months.
- **Secretary, Glennwood Elementary School PTA (2017–2018):** Managed and updated the website, increasing traffic 115% and new visitors 8% year over year.
- **Elder, Columbia Presbyterian Church (2007–2011):** Developed and executed a comprehensive outreach plan, adding 42 members in four years; redesigned the website, increasing visits 174%, page views 161%, and new visitors 13% in one year.
- **Board Member, Avondale Arts Alliance (2008–2010):** Created and implemented an events communications strategy that increased event attendance by 25% over two years.

Professional Development/Education

- **Professional Organizations:** United Methodist Communications Association
- **Conferences:** 2025 United Methodist Communications Association Annual Conference, 2024 Ronald McDonald House Charities Global Conference, University of Georgia Small Business Development Center Social Media Conference, Georgia Center for Nonprofits DOING LAB: Write the Marketing Plan, University of Georgia Small Business Development Facebook Advertising Workshop, AMA Marketing Conference for Higher Education; PRSA|GA Annual Conference; CASE Editors Forum, Law School Media Communicators Conference

- **Education:** Bachelor of Science in journalism with history minor, Arkansas State University

Awards

- **2025 City of Decatur Hometown Hero** for Coalition for a Diverse DeKalb work to support local affordable housing policies
- **2025 United Methodist Communications Association Third Place Award** for Website Category | Division 1 award for updated digital BOM Library
- **2010 PRSA Bronze Anvil Award** for Emory Law viewbook and **Anvil Certificate of Commendation** for *Emory Lawyer* magazine. **PRSA|GA Phoenix Award Certificates of Excellence** for More Than Practice branding campaign, *Emory Lawyer* magazine and Emory Law Travel Piece
- **2009 PRSA|GA Phoenix Awards** for *Emory Lawyer* magazine and Emory Law viewbook and **Certificate of Excellence** for direct mail for annual fund solicitation and **UCEA** marketing and publications **gold award** for the 2008 Revenue Management Conference Save the Date card, **silver award** for the Georgia Tech DLPE website, and **bronze awards** for the 2009 Defense Technology Catalog and 2008 DLPE Annual Report
- **2008 UCEA marketing and publications silver award** for multimedia campaign for the 2007 Revenue Management and Price Optimization Conference and 2006 **LERN Best Interactive Marketing Campaign** for 2007 Georgia Tech Defense Technology Professional Education campaign
- **2005 CASE Special Recognition**, external tabloids for Agnes Scott *Main Events*
- **1998 Society of News Design Special Recognition** for Mark McGwire commemorative page

References available upon request