

## PROFESSIONAL SUMMARY

A self-motivated communications and marketing professional with the ability to define solutions to address the needs of clients in the public and private sectors. Demonstrated ability to work in a fast-paced environment under immense public scrutiny and pressure. I possess an entrepreneurial spirit allowing me to help create unique value propositions to convince other professionals to believe in and trust our approach. I have a track record of solving complex problems and devising comprehensive strategies to drive business growth and increase profitability. Seeking an exciting career opportunity where I can work with a dynamic team to solve complex customer problem sets.

## WORK HISTORY

**City Of Grand Forks.** Grand Forks, North Dakota  
*Public Affairs Manager | 10/2018 - Current*

- Project management experience and focal point for Mayoral and City initiatives.
- Facilitate engagement strategies representing the Mayor and City Administration while collaborating with local institutional partners and community organizations.
- Manages both internal and external communications while administering brand strategy to ensure the City of Grand Forks brand is prominent across the organization and well-executed for a proactive public relations strategy.
- Responsible for developing and expanding relationships with community organizations and leaders and fostered strong relationships across the private, public, and social sectors.
- Supports the City of Grand Forks to meet legislative goals by creating policy proposals and working with government agencies and citizens of Grand Forks.
- Serve as a liaison to solve complex municipal challenges between City government and the citizens of Grand Forks.

**Twin Tandem Studios.** Grand Forks, North Dakota  
*Marketing and Communications Director | 03/2018 - 10/2018*

- Managed community events through the creation and coordination of schedules.
- Managed event logistics and operations of large-scale community-wide events such as Downtown Street Fair, HollyDazzle Festival of Lights & Parade, Blues on the Red, and Art & Wine Walk.
- Evaluated existing plans, processes and events planning services to identify opportunities for improvement.
- Budget planning, management and execution to reduce cost and overhead leading to increased profits.
- Led grant applications and management oversight of responses to secure operational funding.
- Increased revenue through the development of key marketing and communications strategies.
- Planned and executed extensive fundraising events.

## SKILLS

- Business Development
- Government Relations
- Value Proposition Development
- Legislative and Public Affairs
- Experienced Negotiator
- Workforce Planning & Management
- Digital Marketing / Communications
- Project Management
- Strategic Plan Development
- Marketing Strategy Development
- Complex Data Visualization
- Adobe Illustrator
- Adobe Premiere
- Adobe Photoshop
- Adobe InDesign
- Microsoft Office

## AFFILIATIONS

### **Evolve Grand Forks**

*President | 01/2022 - Present*

*Board Member | 01/2017-12/2021*

### **Mental Health Matters**

*Advisory Board Member | 2019 - Present*

### **Greater Grand Forks Young Professionals**

*Member | 04/2018- Present*

*Member at Large | 2019-2021*

*2018 Rising Star Recipient*

### **International Town & Gown Association**

*Member | 02/2019 - Present*

### **Emerging Local Government Leaders**

*Member | 03/2019 - Present*

## EDUCATION

### **University of North Dakota**

Grand Forks | 12/2012

Bachelor of Science:

*Graphic Design Technology*

*Entrepreneurial Studies*

**WORK HISTORY CONTINUED ON PAGE 2**

## WORK HISTORY CONTINUED

**Downtown Development Association.** Grand Forks, ND  
*Marketing and Event Coordinator | 04/2017 - 04/2018*

- Coordinated schedules and timelines for events.
- Managed event logistics and operations of large-scale community-wide events such as Downtown Street Fair, HollyDazzle Festival of Lights & Parade, Blues on the Red, and Art & Wine Walk.
- Evaluated existing plans, processes and events planning services to identify opportunities for improvement.
- Managed budgets for operations to keep costs low and maximize profits.
- Wrote funding requests and grant applications to obtain additional funds for operating needs.
- Increased fundraising numbers by leveraging effective communications and outreach strategies.

**University Of North Dakota.** Grand Forks, ND  
*Adjunct Instructor - Web Design | 01/2017 - 12/2017*

- Engaged students with insightful and compelling classroom discussion of topics relevant to coursework to boost student learning and retention.
- Created and implemented course agendas, lesson plans and activities to successfully meet course objectives.
- Defined and articulated goal learning outcomes, performance metrics and changes to improve student learning.
- Worked closely with the School of Entrepreneurship and Industrial Technology Department to develop and implement a 300 level Web Design curriculum for improved learning and student performance.

**Lucette Boutique.** Bemidji, MN  
*Boutique Owner | 06/2014 - 04/2017*

- Managed team of full-time and part-time staff, trained new employees and monitored performance.
- Created a customer-friendly environment and value driven approach to maximize consumer spending.
- Empowered customers to make informed decisions by educating on product and service offerings and current industry trends.
- Tracked store inventory and coordinated new purchases to keep adequate merchandise on hand for sustained sales.
- Oversaw merchandising strategies to effectively showcase apparel and accessories with eye-catching displays.
- Built boutique's reputation for effectively serving area customers through careful staff management, effective customer relations and smooth service delivery.

**Edgewater Group.** Bemidji, MN  
*Marketing Director | 07/2013 - 08/2016*

- Developed short-term and long-term sales objectives and strategic plans to meet market needs.
- Developed and implemented value-added strategies to increase profitability, expand market share and cement customer relationships.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Collaborated with sales departments to support business objectives and client acquisition.
- Maintained operational facilities attractive to potential tenants by organizing regular maintenance, major repairs and capital improvement projects.
- Developed creative design for print materials, brochures, banners and signs.
- Put together videos for social media, advertising and informational purposes.

## REFERENCES

Available Upon Request