

Executive Summary

Audience strategist and digital communications leader with 12+ years of experience developing editorial content strategies, leading cross-platform social media initiatives, and translating complex ideas into engaging digital experiences.

Experienced producing short-form video, directing multi-platform campaigns, and partnering with subject matter experts and executive leaders to transform insights into accessible content that builds trust, engagement, and audience growth.

Tools & Platforms

- Canva
- Adobe
- CapCut
- Descript
- Riverside
- Google Analytics
- Sprout
- Meltwater
- Lovable.ai

Education

Master Of Educational Administration

Houston Baptist University
Houston, Texas

Bachelor Of Science: Corporate Communication

University Of Texas At Austin
Austin, Texas

Core Capabilities

- Brand + Content Strategy
- Social + Digital Ecosystem Leadership
- Experiential Marketing + Audience Engagement
- Campaign Strategy + Execution
- Executive Communications + Brand Voice
- Data-Driven Marketing + Performance Optimization

Professional Experience

Fractional Director of Content + Social Strategy Nov 2014 - Present

Wanderlust Entrepreneur | Imiloa Institute | ACDN | Curated Health

- Serve as fractional content strategist for education, hospitality, wellness, and founder-led organizations.
- Lead creative direction and development of cross-platform content ecosystems aligned with brand positioning, audience growth, and revenue objectives
- Partner with founders and executive teams to define brand voice, messaging and market differentiation
- Direct end-to-end content strategy and production across social, email, and digital platforms, ensuring consistency, performance, and scalability
- Guide creative collaborators, contractors, and partners to execute high-quality, on-brand content across campaigns
- Developed narrative-driven campaigns that inspired action and built community.
- Led SEO and website content strategy initiatives to enhance visibility, user experience, and conversion pathways
- Drove measurable audience growth and engagement, including increasing email click through rates by 21% through behavior-driven content strategy
- Designed and executed integrated campaigns and event marketing initiatives aligned with business growth and revenue goals

Digital Marketing Manager Jan 2022 - March 2026

Promotional Products Association International (PPAI)

- Led social media strategy for an international nonprofit trade association, translating complex industry topics, research, advocacy initiatives, and organizational priorities into engaging digital content across multiple platforms.
- Developed and executed a data-driven platform strategy defining the role of each channel across awareness, engagement, and conversion
- Partnered with executive leaders and subject matter experts to transform complex information into accessible, audience-focused content aligned with organizational priorities.
- Directed integrated, multi-channel marketing campaigns supporting major events and initiatives, increasing visibility, engagement, and attendee participation
- Collaborated with internal stakeholders and external partners to ensure alignment, consistency, and performance across content and campaign

- Increased social media engagement by 43% and improved positive audience sentiment by 23% through strategic storytelling and community engagement
- Spearheaded a full-scale website redesign, leading content strategy, SEO optimization, and user experience enhancements
- Produced and directed short-form video content featuring executive leaders, industry experts, and event programming, adapting long-form interviews and conversations into platform-native content for Instagram, LinkedIn, and YouTube.
- Collaborated with guests, founders, and subject matter experts to shape conversations into compelling educational content that could be repurposed across multiple platforms.
- Led video-driven content initiatives highlighting leadership and organizational evolution, strengthening audience connection and brand perception
- Implemented analytics frameworks using Google Analytics, Sprout Social and Meltwater to inform strategy and optimize performance and guide decision-making
- Integrated influencer and partner-led content into campaign strategy to expand reach and engagement
- Presented performance insights and strategic recommendations to leadership, aligning content with broader business and marketing objectives

Eat the Damn Bread (Podcast + Lifestyle Brand)

Founder + Host

- Built and scaled a multimedia content platform centered on luxury travel, experiential living, and personal growth.
- Researched and developed editorial topics, interview frameworks, and episode narratives that translated expertise into engaging audience-first conversations.
- Produced, hosted, and edited long-form video and audio podcast episodes from concept through post-production.
- Directed short-form video strategy, transforming long-form interviews into platform-native content for Instagram, YouTube, LinkedIn, and email.
- Built repeatable content systems that repurposed a single conversation into multiple digital assets, extending reach and audience engagement across channels.
- Developed a distinctive brand voice and storytelling framework that strengthened audience connection and supported premium retreat experiences.
- Shaped authentic conversations into compelling educational content.

Curated Retreats

Founder + Experience Designer

- Designed and marketed high-end international retreats, integrating brand storytelling, content strategy, and customer journey design
- Developed and executed multi-channel campaigns across social, email, and digital platforms to drive awareness and bookings
- Created immersive, luxury-driven brand experiences that translated digital engagement into premium in-person offerings
- Positioned experiential offerings within high-intent target segments through elevated messaging, strategic partnerships, and curated brand alignment.

Earlier Career: Leadership + Communications Experience

Assistant Principal

Dallas Independent School District/Houston Independent School District

- Led cross-functional teams, managing operations and driving performance through data-informed strategy
- Developed communication systems, training programs to align stakeholders and improve organizational effectiveness
- Built foundational expertise in leadership, messaging and audience engagement within complex, multi-stakeholder environments