

PROFESSIONAL SUMMARY

Visionary Director with 20+ years of leadership in developing and executing high-performing organizational strategies, digital campaigns, agency management, brand management, program development, marketing, storytelling and communications. Passionate about nonprofit, mission-driven work advocating for human rights, social impact and environmental preservation. Skilled in leading diverse teams and leveraging innovative approaches. Seeking to help organizations achieve significant community impact.

PROFESSIONAL EXPERIENCE

GLOBAL WASHINGTON – Seattle, WA **Director of Communications & Marketing** | 2021-2025

- Spearheaded the evolution of digital communications and marketing strategies, encompassing brand development and refinement across diverse programs for a membership organization representing 140+ organizations.
- Led continuous improvement of WordPress website UI/UX, resulting in a 15% year over year (YoY) increase in website traffic through strategic design and content enhancements.
- Created impactful digital and social media campaigns, achieving an average 20% YoY growth in followers across LinkedIn, Facebook, Instagram, and Twitter.
- Revamped newsletter design, layout, and content (150+ issues), achieving an above-industry-standard average open/click rate of 38%.
- Managed and mentored a team of content creators and designers, fostering a collaborative environment focused on delivering high-quality brand and marketing materials.
- Provided comprehensive graphic design for branding, web, social media, newsletters, and publications, ensuring consistent brand integrity.
- Created, produced, and managed cross-functional initiatives to enhance member value and community engagement, including the Goalmakers podcast and Communications Collective workshops.
- Authored engaging long- and short-form content, press releases, event advertisements, and digital flyers aligned with organizational objectives.

TRUE BLUE STRATEGIES – Seattle, WA **Director of Client Solutions** | 2020-2021

- Provided strategic consulting to nonprofit organizations on digital initiatives, including analyzing and recommending improvements for communication strategies and websites.

JOEL MEYERS CONSULTING – Seattle, WA **Managing Director** | 2019-2020

- **DemocracyLab – Director of Communications:** Improved communications and marketing strategies and product design/UX/UI enhancements resulting in a 150% increase in platform adoption.
- **Child Care Resources – System & Process Analyst:** Developed a 3-year strategic roadmap for program improvement across technology, data, processes, and culture.
- **Givingful – Managing Director:** Initiated and led the creation of an online platform to address resource challenges faced by nonprofits (in Beta).

FUSE IQ, INC. | CO-FOUNDER – Seattle, WA | 2001-2019 **Director of Marketing & Communications** | 2014-2019 **Creative Director** | 2007-2019 **Director of Client Solutions**

- Co-founded and served as a Managing Partner of a successful digital solutions firm, consistently managing a \$1M+ business portfolio, with a 90% customer return rate.

- Led the complete redesign and implementation of brand identity and website, ensuring consistent application across all internal and external communications and touchpoints.
- Developed and executed strategic marketing initiatives, including social media, case studies, and blog content, to significantly enhance brand awareness and support business development objectives.
- Nurtured third-party agency partnerships to facilitate the development of more robust client solutions.
- Designed and published quarterly email campaign newsletters to promote company value proposition.
- Directed the end-to-end delivery of over 350 websites and web applications (utilizing WordPress, Drupal, and custom CMSs), managing contracts, design, scope, and budgets up to \$750K per project.
- Provided strategic leadership and mentorship to design and development teams (5-8 members per project), ensuring on-time and within-budget project delivery.
- Identified prospective clients and generated qualified business leads through presentations and engagement at various industry events.

SKILLS

Strategic Communications & Brand: Brand Strategy & Development, Content Strategy, Visual Design, Graphic Design (Adobe Creative Suite, Canva), Storytelling, Press Releases, Public Relations, Media Relations, Policy/Position Statements.

Digital Marketing & Web Development: Website Strategy & Development (WordPress, Drupal, WIX, Custom CMS), UI/UX Design, User Research, Digital Marketing, Social Media Marketing, SEO Principles, Web Analytics, Email Marketing, Newsletter Creation & Tracking, Digital Campaigns, KPI's, Online Forum Development.

Leadership & Project Management: Team Leadership & Management, Cross-functional Collaboration, Stakeholder Engagement, Project Management, Vendor/Agency Management, Contract Development & Oversight, Strategic Planning, Program Development, Business Development, Process Improvement, Mentorship, Problem-Solving, Event Production.

Nonprofit & Mission-Driven Focus: Donor Relations, Annual Giving, Stewardship, Fundraising Communications, Community Engagement, Cross-Cultural Communication, Mission Alignment.

Volunteering

- ♦ **National Museum and Center for Service** | Creative Director | 2021-2025
- ♦ **Basa Village Foundation** | Co-Founder 2012-Present | Executive Director 2016-2022
- ♦ **Sahar Education** | Board of Directors | 2020-2021
- ♦ **AIGA Seattle** | Board of Directors / Web Director | 2012-2016

Tools

Slack | Asana | Basecamp | Harvest | Hootsuite | Drupal | WordPress | WIX | Photoshop | Premiere Pro | Illustrator | Excel | PowerPoint | SharePoint | Google Suite | Journey-Mapping | Human Centered Design | Agile Process

Education

Bachelor of Science: Architecture, Minor in Photography | Global Leadership Forum