**SUMMARY**

* Seasoned professional serving a variety of roles, from marketing to management to operations
* Demonstrated understanding of importance in critical theory, research and communications along with a solid knowledge of design principles
* Successful development and implementation of event and brand marketing campaigns, event management, project coordination, creative development and production with quality driven-execution
* Excellent communication skills and rapport in client/vendor relations along with strong understanding of social/emerging media
* Ability to synthesize many moving pieces, create independent solutions to problems and utilize web analytics applications to recognize user patterns and trends for effective marketing strategies

**EXPERIENCE**

**EAST-CENTRIC, LLC,** Nashville, TN **July 2012 - Present**

***Partner/Marketing Manager***

* Advise clients on brand positioning, creative elements, social media efforts, promotions and media planning
* Lead marketing and PR efforts including strategy, design, promotions, implementation and tracking
* Research industries and markets to identify growth opportunities for clients
* Actively present ideas to expand service, offering and enhanced awareness positioning
* Implement web site design, blogging, online marketing, social media as well as traditional/non-traditional advertising and promotions for clients
* Build strong relationships in the business, media and creative community helping increase credibility of efforts and to ensure media coverage and audience engagement
* Clients industries include: film, healthcare, beverages, alternative transportation, music and tourism

**EAST-CENTRIC PAVILION,** Nashville, TN  **July 2012 – Jan 2014**

***Co-Founder/Co-Owner/Operator***

* Founded multi-faceted arts and entertainment venue coined: “one of the city’s coolest and intimate outdoor venues,” by Nashville Scene, “an example of the innovative thinking helping shape the area (East Nashville),” by Nashville Ledger and a “must-do” in Nashville by Forbes Travel Guide
* Developed and produced 90+ large-scale in-house and third-party events including concerts, festivals, visual and performance art, pop-up dining, local artisan markets, dinner clubs, tastings and a weekly Jazz Brunch
* Negotiated contracts and managed event/ on-site logistics, build-out design and partnership activation
* Responsible for HR functions including strategic planning, organizational development, staffing, training, employee relations, management development, and performance management
* Headed promotions and publicity efforts and served as spokesperson for the company, rallying community support
* Developed, designed and managed marketing and branding campaigns, communications, creative and content, building an engaged and sizable audience base

**5 POINTS FRIDAY,** Nashville, TN **(Seasonal) Nov 2012 & 2013**

***Community Coordinator***

* Organized community event highlighting businesses of East Nashville centered around a day of shopping locally
* Recruited and promoted local retail participation, independent vendors, artisans, live entertainment as well as secured media coverage and sponsorship
* Managed social media, day-of-event logistics and developed official web site and event map

**THE WEEDING WOMAN**, Nashville, TN  **April 2010 – July 2012**

***Client Specialist***

* Established high horticultural standards and practices, providing direction, training and motivation for team
* Managed overall plant health and soil nutrition strategies for all gardens to include sustainable gardening practices and integrated pest management in outdoor and indoor gardens as well as maintained inventory of propagation and growing supplies
* Advised clients regarding horticulture practices and aesthetic garden design while developing long-term client and vendor relationships and retention best practices, growing the scale of company-wide projects

**WHOLE FOODS MARKET**, Nashville, TN  **Nov 2007 – Feb 2009**

***Customer Service Specialist***

* Provided customers with in-store and telephone assistance and information regarding store services, products as well as company practices and philosophies
* Assisted in managing customer flow
* Processed invoices and returns; maintained daily records of incoming revenues and outgoing daily expenditures

**GORDON LAW GROUP**, Nashville, TN **June 2006 – Nov 2007**

***Legal Clerk***

* Provided general law practice management specializing in Entertainment, Family, and Criminal Law
* Coordinated client appointments and conducted client intake interviews
* Organized and maintained client files, case information/research, as well as billing and administrative documentation

**HCA (HOSPITAL CORPORATIONS OF AMERICA),** Nashville, TN  **May 2005 – June 2006**

***Collection Specialist***

* Monitored medical insurance claims with appropriate reports and contacted insurance companies to resolve outstanding or delinquent claims
* Identified and corrected coding/billing problems from Explanation of Benefits
* Worked with patients and guarantors to secure payment on outstanding account balances

**LENNAR GROUP, INC.,** College Park, MD **Jan 2004 – May 2005**

***Accounts Payable Coordinator***

* Processed invoices including obtaining proper approvals, verified account coding, agreement of invoice amounts to contracts and purchase orders, and verified mathematical accuracy of support.
* Assisted with the distribution of the checks from Corporate, matched checks with supporting documentation, and released vendors/subcontractors payments upon confirmation of signed lien waiver.
* Prepared weekly payment register, verified accuracy, and obtained approval from the Controller before submitting to Corporate for check processing.
* Completed timely and accurate financial reporting to division and corporate office

**EDUCATION**

**WATKINS COLLEGE OF ART DESIGN & FILM,** Nashville, TN  **Aug 2007 – Dec 2012  *Bachelors of Fine Art – Photography***

* Completed a rigorous hands-on program, reinforcing critical thinking and creative techniques, digital practices and imaging, experimental video, darkroom and color photography
* Completed numerous courses on current technology in multimedia art practices and creative interpretation for commercial design and fine art photography

**GEORGE MASON UNIVERSITY,** Fairfax, VA **Aug 2003 – May 2005**

***Major – Nursing***

**PROFICIENCIES**

* Adobe Creative Suite
* Microsoft Office Suite
* PC/Mac OS
* Emma Email Marketing
* Social Media Platforms
* Photography

**COMMUNITY INVOLVEMENT**

* Nashville Chamber
* Nashville East Chamber
* 5 Points Friday Community Coordinator
* Nashville CVB
* East Nashville Way-Finding Committee

**AWARDS**

* Nashville Chamber Beautification Award
* Merit Scholarship - Watkins College of Art, Design & Film

**EXHIBITIONS**

* Arts at the Airport - Nashville International Airport (BNA) - Nashville, TN
* Anonymous, Art Presents Undefined: A Study of Personal Identity- The Firebrand - Nashville, TN
* Shifting Focus - Renaissance Center - Dickson, TN

Affiliations

* Nashville Chamber
* Area East Chamber
* Nashville CVB
* Nashville Creative Group
* East Nashville Way-Finding Committee