

*Dynamic, detail-oriented and multi-faceted polymath, with a background enriched by a variety of skills and industries: digital media, restaurants, real-estate, entertainment, event planning, fundraising and more, in a history of executing Communications, Design, Data Analysis, Insights, and Experiences with a passion for excellence & clarity.*

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**Events & Promotions Manager at Crush, LLC**

**October 2013-August 2020**

Management of events calendar, booking manager, and facilitation of event needs, including but not limited to catering, A/V, and promotional requirements; content strategist for all social media presence, creation, management, and maintenance of website, all social media advertising (Facebook, Twitter, Instagram, and Google Ad Words), as well as External Liaison for business partnerships (Yelp, local print, etc); supervising staff of up to seven occupancy controllers

**Owner/Proprietor at Apex Horizons Productions**

**October 2004 - present**

Event production, talent management, fundraising event realization, currently producing multiple monthly entertainment events, emcee/hosting talent, as well as talent facilitation for burlesque, bellydance, and other performing arts; creation, management, and maintenance of multiple event and company domains/websites; management and content creation for weekly email to subscriber list

**Digital Media Analyst at The Kroger Company**

**April 2012 – July 2016**

Provide measurement strategy recommendations for upcoming campaigns based on historical data review and strategy knowledge, Generate campaign reporting while ensuring data accuracy utilized both internally for decision-making as well as externally for validating spend and explaining campaign results to various audiences. Data analysis and trend tracking, complete data architecture for aggregated department datasets used for all reporting by Digital Media Insights.

**Interactive Media Trafficker/Digital Coordinator at CB&S Advertising**

**June 2010 – April 2012**

Generate campaign reporting ensuring data accuracy for Media Planners & Buyers to make future campaign decisions, Manage creative assets and file structure/organization for department; Interact with site contacts regarding performance and implementation of campaign, Work with Media Planners/Buyers to establish best practices, as well as Account Managers

**Customer Service Counter / United Parcel Service (UPS via Spherion)**

**Dec 2008 - June 2010**

Providing service picking up held packages, shipping and packing shipments and troubleshooting lost shipments, Requested to create, compile and distribute data intensive reports using spreadsheets and database on activities of all drivers, tracking of sales and package incoming and outgoing volume for Portland customer center, as well as manipulation of data for regularly recurring work study program to determine hourly, daily, weekly and monthly averages/median volume.

*- Previous job experience & positions available -*

**ADDITIONAL RELATED ROLES & SKILLS**

**Executive Director at Rose City School of Burlesque**

**June 2012 - present**

Instructor in creative movement & arts; all administrative, clerical, and promotional duties; teaching & guiding students; all branding/concepting as well as all administration, finance, and marketing; graduating 200+ students since 2012

**Owner at PrinterActive Media, Web/Design/Marketing**

**September 1998 - present**

Graphic design for print and online media, social network marketing, email marketing, print advertising and website design

**Director of Marketing at Coldwell Banker (Southern California)**

**April 2005 - May 2007**

Coordinated online listing maintenance on agent's websites as well as online real estate websites; maintaining of each online listing and tracking statistics, creation of marketing materials for agents upon request, ordered promotional materials, also Supervised Listing Administrator at satellite office