

## EXPERIENCE

● CENTRAL TEXAS FOOD BANK  
2013-2022

### Brand Manager

*previously Graphic Designer, Communications Coordinator*

- Executed rebrand from Capital Area Food Bank to Central Texas Food Bank
- Oversaw content and digital strategy across all channels to elevate the Food Bank brand
- Led online fundraising strategy for two annual campaigns and all evergreen marketing which combined brought in upwards of \$5 million in revenue annually
- Produced all online and print advertising for two integrated annual campaigns
- Created all donor, volunteer, client and board facing marketing materials
- Managed Communications Specialist and Digital Marketing Specialist
- Managed creation and execution of blogs, newsletters, emails and social media to align with overall communications strategy and meet fundraising goals
- Assisted Marketing and Communications Director with media outreach
- Assisted Marketing and Communications Director with media buys

● FAHRENHEIT MARKETING  
2013

### Project Manager

- Responsible for guiding web development projects from design through launch
- Articulated project scope and goals to team and ensured on-time delivery
- Implemented Content Marketing/SEO strategy through 12 Content Developers
- Managed project reporting through Active Collab and JIRA

● ANIMAL TRUSTEES OF AUSTIN  
(NOW EMANCIPET)  
2010-2013

### Marketing Communications Specialist

*previously Marketing Communications Intern*

- Executed rebrand, including all donor and client facing marketing materials
- Coordinated all social media marketing efforts, including online fundraising
- Created art, photography and wrote copy for both online and print use
- Wrote content for and laid out quarterly newsletter
- Coordinated e-mail campaigns to promote clinic services and drive fundraising
- Web Administration, from generating content to troubleshooting
- Assisted in event planning and production
- Created all promotional materials for three annual fundraising events

## EDUCATION

● UNIVERSITY OF TEXAS

### Master of Art in Communications

Completed the Texas Creative Program through the Advertising department in the College of Communication

● UNIVERSITY OF ILLINOIS

### Bachelor of Science in Marketing

Graduated from the College of Business Administration with a focus in Marketing

## SKILLS

Branding  
& Graphic Design



Digital Marketing  
Campaigns & Email



Content Marketing,  
SEO & SEM



Web  
Design & Admin



Project & People  
Management