

GIFTS

- Creative and strategic vision; talent for creating synergy through partnerships and heart and soul-centered messaging.
- Thirteen years branding, e-marketing, marketing, public relations and web site development experience.
- Proven ability to clarify and promote your essence and unique value proposition.

OFFERING

- Brand Development
- Communications Planning
- E-Marketing
- Information Architecture
- Photography
- Website Development

EXPERIENCE

DHARMA COMMUNICATIONS, Ojai, California | 2005 - Current

Client Champion & Chief Idea Architect

- Offering consulting, e-marketing, photography, search engine optimization, streaming media, and web site development to clients seeking an aligned, holistic approach to their digital brand identity.

ANDERSON RANCH ARTS CENTER, Snowmass Village, Colorado | 2007 - 2008

Director of Marketing/Communications and Webmaster

- Directed all public relations and marketing communication initiatives and the marketing budget for seven artistic programs (and Program Directors) at Anderson Ranch Arts Center, a venerable & beloved \$4 million/yr. visual arts community near Aspen.

COLORADO MOUNTAIN COLLEGE, Glenwood Springs, Colorado | 2001 - 2005

Director of Marketing / Communications

- Managed all marketing for a 12-campus, 12,000 sq. mile system including advertising and publication of class schedules, brochures, and web sites (including cmcfoundation.org, enews.coloradomtn.edu and www.coloradomtn.edu).
- Led a three person team and indirectly managed nine campus marketing representatives.
- Planned and managed multiple promotional initiatives and a \$300K+ annual budget.
- Launched an internal communications portal at enews.coloradomtn.edu, implemented a periodical postal rate saving \$20,000 a year in postage, bus billboard display ads, a database-driven print publishing system using XML, and touchscreen video kiosks.
- Won 2005 Gold Medal Award from Admissions Marketing Report and the National Council of Marketing and Public Relations for 2005 academic catalog, published with automated InDesign XML formatting and style sheets.

ASPEN RESEARCH GROUP, Glenwood Springs, Colorado | 1997 - 2001

Marketing Director & Web Master (2000-01)

- Directed marketing activities utilizing direct mail, web, advertising, and trade show presence and schedule for a technical analysis software company. Increased sales 4% in the challenging economy of '01.
- Won Advertising Award from Futures Magazine for the highest ad readership in the technical analysis industry.

EDUCATION

2008 | MASTER OF ARTS, Spiritual Counseling, UNIVERSITY OF SANTA MONICA, Santa Monica, CA (in progress).

1997 | MASTER OF SPECIAL STUDIES, Corporate Communication with an Emphasis in Public Relations/Marketing Writing & Interpersonal Communication. UNIVERSITY OF DENVER, Denver, Colorado

- Graduated Magna Cum Laude.

1991 | BACHELOR OF ARTS, Journalism, Technical/Specialized Writing. COLORADO STATE UNIVERSITY, Fort Collins, Colorado

- Graduated Magna Cum Laude.

INFLUENCES

Coaches Training Institute, Documentation Databases and XML Single Sourcing, Documentation Usability Design, Effective E-Marketing Plans and Competitive Strategies, Esalen Work Scholar, Mankind Project, Nine Gates Mystery School, Rocky Mountain School of Photography, Roaring Fork Leadership, Sacred Passage, Sedona Method Coach Training, Shambhala Authentic Leadership Program, Transformational Leadership Council. Member, US Professional Tennis and E-Marketing Associations.