



COMMUNICATIONS, MARKETING, BRANDING, MEDIA RELATIONS, AND PR

Communicating and connecting with people to "tell the story" ...

Record of success in corporations, companies, government entities, healthcare, and non-profits. Recognized and commended for team building, mentoring, improving internal/external communications, innovative web content, and creating information management systems to help people work more effectively and efficiently. Diverse background building the **TurboTax** and Peter Norton Empires, pioneering the web with **Microsoft**, marketing on a global scale for **Motorola**, and change management for **Aerojet Rocketdyne**. Worked directly with HR Benefits Departments to help employees better understand healthcare options. Transformed marketing and branding into meaningful "mental shelf space" so people (and employees) better understand the significance of what you do, how you do it and, most importantly, why it matters, making a difference in each person's life. Skilled in working with management, leadership, stakeholders, and audiences in clarifying issues, advocating solutions, mobilizing cross-functional support, facilitating decision-making, and strategy/planning to implement national marketing campaigns.

Marketing | Branding | PR | Media Relations | Writing | Strategic Planning | Collateral Development Promotions | Digital/Mobile/Social Media | Web Skills | Readability knowhow | Mentoring/Coaching

PROFESSIONAL EXPERIENCE

AEROJET ROCKETDYNE, Folsom, CA

2012 – 2015

Specialist Communications

Handled communications across the enterprise, including presentations and speech writing for leadership.

- Managed strategy and planning for internal and external communications, allowing company leadership more avenues for employees to better understand company wins, goals and objectives.
- Worked with project teams and individuals to help them better communicate with each other.
- Scripted and produced movies / multimedia exhibits, managed web content, and social media, heightening awareness and availability of products and services.

COMMUNICATIONS CONSULTING, California

2009 – 2012 ... 2015 – 2016

Marketing, Public / Media Relations, Strategy / Planning

Worked with companies and government agencies to maximize communications efforts, impact, and effectiveness.

- Managed media relations that improved business development leading to more positive public exposure.
- Served as team leader for Project management, strategy and planning, improving productivity and efficiency for teams and groups in change management efforts.
- Handled branding and business plan implementation, growing and developing business units and divisions.

OVERWATCH TEXTRON SYSTEMS (AIS), Austin, TX

2004 – 2009

Communications Manager

Worked with key branches of military, Program Managers, Vice Presidents, CEO, and President of company for communications efforts, project management for teams, web updates and information, news and feature articles, and PowerPoint presentations. Handled internal and external communications, including web development and content management. Held a **Secret/Top Secret SCI Clearance**.

- Managed company's (and corporate) knowledge information system, providing easy access for employees, management, and military.
- Developed format for Policies and Procedures used companywide, writing, updating and creating most up-to-date communication tool for employees.
- Developed, researched, and wrote Disaster Recovery and Business Continuity Plan, publishing in web-based format for employees to access anywhere in case of emergency.

MOTOROLA CORPORATION, Austin, TX**2000 – 2004****MarComm Manager**

Handled all marketing, media relations, PR, and promotion for division's products and services on global scale. Led campaigns, promoting company / products.

- Received Motorola's Bravo Award for establishing \$1.5B contract in Europe, ultimately becoming on-going \$12B contract.
- Researched and prepared marketing collateral and press material all linked to promotional website, improving exposure at trade shows.
- Served as Motorola representative on World Wide Web Consortium (W3C), developing standards for smart phones and wireless devices.
- Managed all of Performance Excellence / Six Sigma efforts for the division, enabling noticeable improvement in workflow, productivity, and enhanced communications between team members.

WORKFORCE COMMISSION, Merced, CA**1998 – 2000****Marketing, Public Relations Manager**

Served in a project management capacity, tying together communications, projects, information, and people, collaborating together to meet deadlines and come in under budget. Annual budget for department was \$14M with 60 employees.

- Worked with Program Managers to develop agency budget, map out key strategies and plan for making public aware of agency's services and benefits, tripling agency's exposure in community and surrounding areas.
- Collaborated at local, state, and national levels, promoting the organization and its accomplishments.

ADDITIONAL PROFESSIONAL EXPERIENCE**MICROSOFT CORPORATION**, Redmond WA

Windows Global Team Member

THE TURBOTAX COMPANY, San Diego CA

Business Strategy and Planning, Marketing and Communications

DOMINICAN SANTA CRUZ HOSPITAL, Santa Cruz CA

Communications, Marketing, Community Relations, and Administrative Council

Non-Profit Executive Director Positions

Managed Chambers of Commerce and Associations out of college, working with Boards of Directors, members, and volunteers, handling everything from staff / organizational management, marketing, media relations to foundations, fund raising, and community-related activities.

EDUCATION AND AWARDS

- **BA Degree and Graduate work**, Journalism/Mass Communications, University of California, Fresno, CA.
- **Jack Weil Award** (Aerojet, 2014) for Valuing the Individual and taking initiative to make things better.
- **Mission Success Award** (Aerojet, 2013) for outstanding behavior through dedication to customers, suppliers and partners, demonstrating focus on business and devotion to work.
- **Mission Success Award** (Aerojet, 2012) for being a wellness team member, advocating Aerojet's Health Programs and being a role model in his life style and work habits.
- **Bravo Award**; (Motorola, 2001) The President of Motorola awarded for maximizing technology and resources to share information and "tell the story."
- **All-Star/Leadership Award** (Workforce Commission, 1999) for bringing out best in co-workers.