

Motivated communications and outreach professional with a passion for bringing people together. Broad experience across event management and liaising, media design, public relations, copywriting, and logistics management, with a commitment to delivering unforgettable experiences across all roles. Exceptional hands-on team player knowledgeable in working with industry partners, forming B2B relationships, project coordination, and providing operational and administrative support.

- Community Outreach
- Administrative Support
- Email Marketing (AWeber + Mailchimp)
- Social Media Marketing
- Copywriting
- Content Creation/CMS
- Photography-Video
- Art Direction
- Talent Booking
- Hospitality
- Patron/Public Relations
- Ticketing/Registration
- Event Management
- Venue Setup/Teardown
- Trade Show Coordination

Professional Experience

Strong Microbials, Inc. • Milwaukee, WI • April 2018 to Present

Media & Communications Manager

- Integral agriculture trade show and conference management as main point of contact for registration, shipping & receiving, exhibits.
- Provide administrative support including travel logistics, supply ordering, and invoice management.
- Ensure IT set-up, phone service, web domain registration, satellite internet installation for new locations, etc.
- Copywriting: Design, photograph and edit marketing collateral including trade show banners and table throws, ad publications, banners.
- Create campaigns + social media management (Facebook & Instagram) increasing engagement by 200+ per post via on our contests and an increase of 10k+ in annual sales through paid social media ads, \$100k+ revenue in 6 months through my design of new web store.

University of Wisconsin-Milwaukee School of Continuing Education • Milwaukee, WI • April 2014 – May 2018

Conference Services Manager

- Oversaw Conference Services staff in setting up event/class configurations for high profile events and speakers
- Dispatch and provide superior customer/patron service as main liaison between patrons, program staff, catering staff
- Assist in program support and materials handling for conferences, distinguished speakers, and certificate programs
- Provide audio-visual support and expertise with built in systems, external laptops, medias, internet connection, and general troubleshooting

Racine Revitalization Partnership (1 year AmericCorps Term) • Racine, WI • February 2016 to January 2017

HALO, Inc. Affordable Housing Project Coordinator

- Liaised between building owners and real estate agencies, scheduling meetings.
- Photographed properties of interest and documented development efforts. Reported findings and developments to agency and City of Racine using Racine County GIS data.
- Provided necessary documentation to United States Department of Housing and Urban Development.
- Fostered relationships with nonprofits, real estate agencies and private businesses to build Community Development support from key investors (SC Johnson and Wells Fargo).

Event Management & Communications Experience

Freelance Digital Design & Production, Various • Milwaukee, WI • September 2016 – Present

Youth Educator & Event Coordinator, Milwaukee Public Schools & United Migrant Opportunity Services, 2016-2018

Festival Box Office Manager, Milwaukee Film • Milwaukee, WI • October 2016, 2017, 2018, 2019 (3 weeks/year)

Film Festival Venue Manager, Freeland Organization • Milwaukee, WI • June 2018, September 2019 (1 weekend/year)

Union Cinema House Manager, University of Wisconsin-Milwaukee • Milwaukee, WI • March 2011 – April 2014

Summer Intern of Art Education & Community Engagement, Racine Art Museum • Racine, WI • May 2012 – August 2012

Education & Credentials

Bachelor of Fine Arts, Interdisciplinary Arts & Technology, Digital Arts & Culture, University of Wisconsin-Milwaukee, 2015
Professional Hospitality: (Bartolotta Group, etc.) Garde Manger • Management • Plating & Prep • Beer & Spirits, 2006-2019