

Director of Content Communications – Sam Houston State University Marketing & Communications

Huntsville, TX (April 2023 – Present)

Act as the primary media contact responsible for managing university media relations: addressing inquiries, pitching story ideas, conducting interviews. Oversee and optimize the use of the university's media monitoring/distribution digital platform. Supervise a team of full-time communications staff overseeing the creation of publications, news articles, press releases, social media content, podcasts, photography and videography. Serves in a leadership role for university-wide communications/media relations initiatives with coordination of all campus communications in colleges/departments across campus. Serve as a member of the university's crisis communication team.

Associate Director of Communications – Sam Houston State University Marketing & Communications

Huntsville, TX (Sept. 2017 – April 2023)

Oversee all media relations for SHSU. Monitor, maintain and pitch publicity opportunities. Create compelling content for a range of communication mediums. Report, research, conduct interviews to produce targeted news. Serve as editor/writer of university's flagship publication. Manage content of SHSU home page. Maintain editorial writing quality. Monitor appropriate style/guidelines for print and digital communications. Determine effectiveness of content. Serve as a member of the university's crisis communication team. Train and support full-time staff and part-time students.

Marketing Coordinator – Sam Houston State University College of Arts & Media

Huntsville, TX (Aug. 2013 – Sept. 2017)

Provide professional leadership and management for marketing, communications, public relations, media relations, donor relations, special events and community outreach to promote the advancement of the college. Write copy for Dean presentations, letters, press releases, e-news, etc. Oversee media relations, advertising and social media. Serve as a liaison with other SHSU departments to actively coordinate college initiatives. Train and supervise student staff.

Director of Communications – The University of Houston, Houston Public Media

Houston, TX (March 2007 – July 2013)

Manage communications, marketing, digital media and community outreach operations within Houston Public Media, supporting Houston PBS Ch. 8, KUHF NPR News 88.7 FM and KUHA Classical 91.7 FM. Supervise a team of seven full-time staff. Oversee all media relations. Develop and manage branding, marketing and communications plans. Coordinate efforts with The University of Houston's MarComm department. Write/edit communications for the station: publications, speeches, newsletters, press releases, on-air promotional scripts and social media. Direct the development of print materials with graphic designers. Develop marketing and fundraising campaigns.

Public Relations Associate – Alley Theatre

Houston, TX (Feb. 2003 – June 2005)

Develop and maintain publicity efforts for productions, fundraising events, educational and community outreach programs. Write/edit/distribute press releases, write copy for direct mail pieces and website, facilitate media requests for information and photos, coordinate ticket for press, pitch media, organize press materials, coordinate photo/video shoots, develop special events and promotions related to education and community outreach, track and archive publicity, supervise interns and volunteers.

Marketing & Media Relations Associate – Austin Theatre Alliance

Austin, TX (Jan. 2000 – Nov. 2002)

Serve as media liaison for the Paramount Theatre and State Theatre. Coordinate direct mail campaigns, email & website promotions and advertisement efforts, write press releases and newsletters, develop story angles to pitch to the media, create press materials needed to augment media pitches, coordinate press interviews, build/maintain media contact list, write ad copy, maintain press archive files.

Marketing & Press Assistant – Blue Man Group Productions

New York, NY (Jan. 1999 – Sept. 2000)

Assist in maintaining Blue Man Group's profile in the press and help oversee the implementation of marketing/branding strategies for all productions, promotions and outside events. Maintain media contact lists, distribute press releases and photos, research advertising, maintain press archives, distribute press kits/b-roll, develop and implement website and email promotional campaigns.

Education

- *Master of Arts, Digital Media Mass Communication*
Sam Houston State University

- *Bachelor of Arts, Art History*
Brooklyn College, City University of New York

Awards

2021 CASE Award - Magazines, Alumni/General Interest

2020 CASE Award - Writing Feature, Profile/News

2011 & 2012 American Marketing Association Houston (Marketer of the Year Best of Category, Broadcast Media)