
PROFESSIONAL SUMMARY

Visionary strategic advisor with a proven track record of building strong partnerships with clients by delivering best-in-class communications campaigns and developing and deploying strategic employee engagement plans based on proven metrics, current marketing and communication trends, and best practices research. Exceptionally dedicated professional with keen interpersonal, communications, and organizational skills who always strives to think outside the box and deliver creative solutions for partners.

PROFESSIONAL EXPERIENCE

FANNIE MAE, WASHINGTON, DC, MAY 2016 TO PRESENT

SENIOR COMMUNICATIONS SPECIALIST

Supported the Chief Operating Office (COO) from 2016-2017; the Multifamily business from 2018-2019; and Multifamily, Finance, Legal, and Capital Markets teams from 2019 – Present

- Define primary objectives and success measures for each business unit and develop long-term communications strategies aligned with top strategic priorities.
- Formulate and execute comprehensive internal executive visibility plans for several senior leaders, including the General Counsel, Chief Operating Officer, and the Multifamily Senior Vice President.
- Foster employee understanding and engagement through plans that support Fannie Mae's key messages, strategic priorities, and brand storytelling.
- Author key updates and important announcements on behalf of divisional clients and the Enterprise & Employee Resource Group (Live Openly), covering issues like gay rights, community pride, and *Bostock v. Clayton County*.
- Leverage in-depth understanding of the company's brand to coach partners and colleagues and mitigate process inefficiencies, resulting in accelerated task approval and completion.
- Partner with multiple stakeholders to plan business information and deploy external marketing campaigns, such as the European ad buy for the "Green Bond Impact Report" campaign and the Manufactured Housing Conference.
- Manage media interviews for clients and prominent international media outlets, including the Wall Street Journal, the Huffington Post, Pulse Magazine, and many others.
- Coach and mentor team members and help them achieve their development goals.
- Spearhead divisional meetings by developing key objectives, securing speakers, distributing invites, and writing speaking points.
- Redesign divisional websites, including Payroll, Legal, Multifamily, and Application Development & Planning
- Promote employee and team exposure through new communication vehicles, such as the "Finance at Its Best" and "Get to Know" campaigns.
- Create advertisements for internal and external events, such as Town Hall meetings, officer meetings, DevOps Adoption Day, WIT Meet the Company, Lean & Agile DC Conference, Robotics and IT Enrichment Day, and D&I Tech Forum.
- Collaborate with creative services on crafting, editing, and delivering high-impact messages (e.g. organizational announcements, blogs, success stories, brand-relevant journalism) across different mediums, including videos, infographics, presentations, webcasts, and vlogs.
- Assess and recommend communications improvements based on trends identified through content analysis, metrics, user feedback, and best practices research.

Achievements

- Directed the new weekly internal communications meeting with Single-Family, COO, Multifamily, Human Resources, WoW, Legal, Finance, Capital Markets, Risk, and Audit.
- Established the first COO communications training program, bringing together internal and external communications, COO front office, recruiting, and Enterprise Chief Information Office leadership.
- Created the COO recruiting brochure for use at external recruiting events.
- Championed a process that enabled the team to win the Information Week IT Excellence Award and VMware Award.
- Secured support for Fannie Mae to sponsor Capital Pride, supporting the company's diversity and inclusion goals.
- Serve as the Vice President to the Live Openly ERG, with responsibility for creating the Pride month marketing plan.

NATIONAL COUNCIL OF STATE HOUSING AGENCIES (NCSHA), WASHINGTON, DC, MAY 2004 TO AUGUST 2007/FEBRUARY 2009 TO MAY 2016

WEB AND SPECIAL PROJECTS ASSOCIATE

- Executed cross-divisional initiatives supporting both the Marketing and Communications Division and the Policy and Government Affairs Division.
- Coordinated with diverse member agencies on developing and implementing marketing best practices for the industry.
- Produced creative and impactful content for NCSHA's opening keynote session, the annual awards program, special events, and external conferences; ensured all content aligned with branding and business unit objectives.
- Launched a successful sponsorship program during an industry downturn that hinged on innovative sponsorship packages; negotiated contracts worth up to \$500K for conference sponsors and maintained a high rate of sponsor retention.
- Supervised exhibitors, coordinators, and sponsors at NCSHA tradeshow.
- Redesigned, re-platformed, and managed NCSHA's website, including budgeting, maintenance, security, hosting, and email marketing.
- Enhanced brand positioning for the "Faces of Home" campaign, using storytelling and real people to communicate NCSHA's policy message.
- Managed multiple interns and marketing coordinator.

CITY OF HOPE, SEATTLE, WA, FEBRUARY 2008 TO FEBRUARY 2009

COORDINATOR/LEAD ORGANIZER FOR WALK FOR HOPE

U.S. SENATE SELECT COMMITTEE ON ETHICS, WASHINGTON, DC, APRIL 2003 TO MAY 2004

STAFF ASSISTANT

U.S. STATE CAPITOL, WASHINGTON, DC, JANUARY 2003 TO APRIL 2003

CAPITOL TOUR GUIDE

OFFICE OF UNITED STATES SENATOR MAX BAUCUS, WASHINGTON, DC, AUGUST 2002 TO DECEMBER 2002

INTERN

WALMART, MISSOULA, MT, SEPTEMBER 1999 TO AUGUST 2002

MANAGEMENT INTERN (FAST TRACK PROGRAM)

WALT DISNEY WORLD RESORTS, ORLANDO, FL, JANUARY 1999 TO MAY 1999 AND MARCH 2000

COLLEGE PROGRAM AND SESSIONAL EMPLOYEE

EDUCATION

BACHELOR OF SCIENCE (B.S.) IN BUSINESS ADMINISTRATION – MARKETING, 2002

University of Montana, Missoula, MT

Minor in Business Information Technology Education

References available upon request