

October 2021 – January 2024
Director, Volunteer Services

Back on My Feet

Remote

- Managed full life cycle of 1300 nationwide volunteers, recruitment, training, and retention processes.
- Streamlined online recruitment process, resulting in a 426% increase in orientation registration.
- Advocated for volunteer metrics as KPIs, resulting in \$500k* in-kind / \$600k* monetary donations.
- Developed a strategic engagement/retention plan based on data analysis and survey feedback.
- Implemented successful Internship and Admin volunteer programs, creating capacity for lean staff.
- Customized and implemented nationwide volunteer recognition program.
- Created communication/educational avenues to improve staff/volunteer relations and boost retention.
- Partnered with Marketing to create local/national newsletters resulting in a 47% open rate .
- Formed Volunteer Advisory Team to address challenges and improve volunteer experience.
- Collaborated with Development/Marketing to create new revenue streams.
- Conducted DEAI trainings for volunteers and staff, minimizing unintended harm to the community.
- Customized/facilitated top-rated professional development training for staff.

November 2014 – October 2021

Adrienne Arsht Center

Miami, FL

Manager, Volunteer and Internship Services

- Managed life cycle of 400+ volunteers and interns, recruitment training, and schedule management.
- Created and facilitated the Arsht Center Volunteer Advisory Committee and DEAI Task Force.
- Created and implemented a formal Corporate Volunteer program.
- Facilitated training sessions for paid/unpaid staff, for retention purposes during venue closure.
- Conducted needs assessments with internal departments and provided support based on need.
- Increased external/internal awareness of value of volunteers, resulting in high institutional buy-in
- Managed \$300,000 annual budget.
- Community and nationwide spokesperson for the Center on volunteer recruitment topics
- Conducted national monthly meetings for Performing Arts Networking community groups.
- Planned and organized annual volunteer and internship recognition and networking events.
- Designed, wrote, edited, and distributed the monthly Volunteer Newsletter.
- Served as content creator/editor for Volunteer and internship newsletter and web pages.
- Provided resources to arts organizations for the development of their volunteer programs.
- Worked closely with HR to ensure compliance with federal guidelines for internship program.
- Participated in ongoing SHRM Star12 online trainings.

July 2012 – November 2014

Adrienne Arsht Center

Miami, FL

Marketing Coordinator

- Managed marketing settlements and actual vs. budget reports exceeding \$350,000.
- Marketed signature educational series and children's programming with a \$68,000 annual budget.
- Created and executed WTVJ media sponsorship package for the "Free Family Fest" series.
- Processed and tracked special offers and discount codes.
- Designed monthly advertising calendars for multiple print publications.
- Oversaw recruitment, selection, and training of approximately 20 Marketing interns per quarter.
- Served as manager on duty at promotional events, overseeing staff and models.
- Managed monthly marketing invoices, liaising between vendors and accounts payable.
- Coordinated quarterly "media day" and annual internship reunion events.
- Provided support to three Marketing Directors and one Promotions Manager.

July 2011 – July 2012

iHeart Radio

Miramar, FL

National Sales Traffic Coordinator

- Organized and processed new/revised national sales orders, ensuring seamless media buy execution.
- Communicated effectively with various departments and assisted in resolving clearance issues.
- Supported traffic managers by gathering copy, traffic instructions, and reconciling invoices.
- Managed time-sensitive projects and adhered to strict deadlines.

August 2009 – June 2011

iHeart Radio

Chicago, FL

Promotions Coordinator

- Oversaw part-time employees and the promotions internship program.
- Coordinated on-air, online, text, and on-site contesting campaigns and promotional events.
- Edited web content for station contests, concerts/events, photo galleries, and community events.
- Developed community service presence through on-site events and web exposure.
- Contributed to the development and maintenance of department manuals and guidelines.
- Ensured compliance with contest rules, risk management, legal policies, and procedures.
- Collaborated with the Promotions Director in purchasing and maintaining promotional items.

EDUCATION:

BS in Broadcast/Design Art; Oral Roberts University, Tulsa, Oklahoma
Illinois Center for Broadcasting – TV/Radio Broadcasting Certificate
DEAI In Workplace Certification - USF

ACCOMPLISHMENTS:

Certified Volunteer Administrator (CVA), Published Author, Blogger, Keynote Speaker at 2019 Tessitura Learning and Community Conference; Presenter at 2020 VolunteerFlorida Global Conference; Session presenter and member of the 2017 Tessitura Learning and Community Conference planning committee.

PROFESSIONAL GROUPS:

Board Member of Arts & Business Council-Miami, AL!VE and Ageless Chic Magazine; Member of Women of Color in the Arts, On Campus Big Brother, Big Sister Mentor, Tessitura Early Career Development Mentor

HONORS:

AL!VE Emerging Leader Impact Award, United Latina Amplifying Voices Award, Legacy Miami's Most Prominent and Influential Black Women in Business and Industry of 2019; 2019 WLRN's Local Women Who Inspire You; Graduated: Cum Laude, Provost's List; Most Outstanding Female Broadcast Student;

PROGRAMS:

Outlook, Word, Excel, PowerPoint, Publisher, Photoshop, Illustrator, SharePoint, Tessitura; Premiere, Final Cut Pro, ZOOM, Constant Contact, Basic HTML, Salesforce, Teachable, Asana Slack

LANGUAGES:

Fluent English/ Intermediate Spanish

HOBBIES:

Reading, dancing, writing