

A motivated and proven Certified Marketing Manager, Media and Music Business Professional, and Educator dedicated to developing innovative, customized strategies and tools to best communicate and increase brand awareness in an evolving marketplace. Strong ability to create, curate, and publish well-received content using social media channels and print for entertainers, public speakers, and small businesses worldwide. Successfully leverage digital storytelling strategies to customize the user experience. An exceptional and creative leader who can adapt to shifting priorities while motivating others to achieve their goals.

QUALIFICATIONS

Teaching • Video Technology • Social Media Marketing • Advertising and Promotions • Website Development • Campaign Development • Content Writing & Marketing: Articles & Print • Music Business Consulting • Audio/Video Production & Editing • Adobe Creative Suite • Microsoft Office Suite

PROFESSIONAL EXPERIENCE**Owner & Principal**

June 1996 – Present

CORE, INC. DBA WIDE VIEW PUBLISHING, Oak Park, IL

- Management of daily business operations, including event promotions, talent management, booking artists, securing accounts, planning, developing, and overseeing music-related programs and events, live production curation, stage management, and working with festivals.
 - Partner with clients for consultations to create marketing plans, conduct research, and provide marketing services.
 - Strategically network with local businesses and stakeholders to identify potential donors/volunteers, improving foundation transparency within the community.
 - Author press releases for distribution to journalists, and social media, spotlight events, local businesses, and their impact on the community; leverage the newswire to market the stories to journalists and media personnel.
 - Designed and edited four books on education, spirituality, historical research, and self-help. Created layout, facilitated copywriting, and managed distribution to audiences.
- Spearheaded the first-ever **Sprite Mix Tape**, a cause-related marketing campaign featuring **Grammy-winning** musical artist **Common**, sponsored by **Coca-Cola**, and reused perpetually to boost sales.
 - Successfully generated C.O.R.E. Compilation Vol. 1, featuring **Grammy award winner Rhymefest**, to effectively increase industry exposure for Chicagoland artists. Produce and arrange music for client advertising campaigns utilizing Adobe Audition and Logic Pro to create engaging melodies and lyrics to improve product and brand recognition.
 - **Stage management** at entertainment venues, including Jazz in the Alley and the African Festival of the Arts, Chicago, IL.
 - Create mainstream media and public relations articles with photos and local media, such as **The Chicago Defender, Hyde Park Harold, West Suburban Journal**, and Red-Hot Radio FM, bringing improved awareness and education on renowned public figures and related social justice issues.

Executive Director – Volunteer

January 2005 – Present

CORE MUSIC FOUNDATION, Oak Park, IL

Engineer the foundation's curriculum while training volunteers to implement serving free meals to the homeless, delivering food boxes to families in need, providing showcase performance opportunities and social events, presenting music, literacy, and arts programs in schools, libraries, park districts, online, and customize their delivery to each participant's needs.

- **Initiated** and **grew the business from concept** to a 501(c)(3) organization.
- **Led fundraising efforts** through federal/state grants and community-based contributions, successfully **raising \$225K+ in donations**.
- Champion event marketing campaigns **leveraging digital storytelling techniques to promote fundraising events** and sponsors to **drive awareness and increase event participation**.

TEACHING EXPERIENCE

Adjunct Professor, Entertainment Business SAE Institute USA, Chicago, IL	2022 – Present
<ul style="list-style-type: none">Teaching college courses to adult learners face-to-face and online using CanvasGrading assignments, assisting, and consulting students on projects	
Independent Educator, Oak Park, IL	2020 – Present
<ul style="list-style-type: none">Creating curricula, facilitating workshops, teaching songwriting and music business classes to all agesUsing multiple lesson plans to teach reading comprehension and writing to K-8 students via ZoomEmploying screen sharing, apps, and the chat feature to enhance instruction	
Substitute Teacher CHICAGO PUBLIC SCHOOLS/OAK PARK AND RIVER FOREST HIGH SCHOOL, Oak Park, IL	1999 – 2020
<ul style="list-style-type: none">Adjusted to teaching a new class at a different school each day in personCreated online and a face-to-face environment conducive to fostering learningDesigned and implemented daily assignments, and activities for studentsLong-term substitute for teachers on medical, maternity leave and schools with teacher shortages	
Reading Teacher SYLVAN LEARNING SYSTEMS, INC., Cook County, IL	1999 – 2020
<ul style="list-style-type: none">Taught reading techniques to students on a 4-1 ratioProvided an environment conducive to student learningMaintained student records and reports for parents and administration	
PE/Health, Economics & Drivers Education Teacher BANNER SCHOOLS, Chicago, IL	2010 – 2010
<ul style="list-style-type: none">Created and taught curricula for general & special education studentsSimultaneously taught large groups of students at various academic levelsAssisted in cultivating a sense of hope, encouragement, and self-worth	
Reading, Writing, Literacy Coordinator & Teacher YOUTHWATCH EDUCATIONAL SERVICES, Chicago, IL	2003 – 2004
<ul style="list-style-type: none">Created and taught curricula for Phonics, Grammar, and ReadingFacilitated writing workshops, poetry groups, and literature circlesTaught Reading, Writing, and Art to inner-city youth	
Literacy Coordinator COMMUNITY CHRISTIAN ALTERNATIVE ACADEMY, Chicago, IL	2000 – 2001
<ul style="list-style-type: none">Created and directed the literacy program at C.C.A. AcademyGrant writing and case management MODE/WIA/Back to SchoolTutor, mentor, workshop facilitator, trip, and event coordinator	
Computer Science Teacher/Teacher's Assistant BETTY SHABAZZ INTERNATIONAL CHARTER SCHOOL, Chicago, IL	2000 – 2000
<ul style="list-style-type: none">Created curricula and taught classes to grades K-8.Managed and maintained the Shabazz Computer lab and equipment. Desktop publishing for school fliers, signs, memos, and announcements.	

EDUCATION

Master of Science in Marketing (3.7 GPA), SOUTHERN NEW HAMPSHIRE UNIVERSITY, AUGUST 2021
Bachelor of Arts in Arts, Entertainment, & Media Management, COLUMBIA COLLEGE Chicago, June 1999

PROFESSIONAL AFFILIATIONS

Member, NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS, Executive Leadership Certified	August 2021 – Present
Member, American Marketing Association, PCM® Marketing Management Certified	June 2021 – Present
Member, NATIONAL WRITERS UNION (UAW Local 1981 AFL-CIO)	April 2018 – Present
Member, American Society of Composers Authors and Publishers, Writer and Publisher	June 1996 – Present

MINISTERIAL CREDENTIALS

Priestess, Kohenet Hebrew Priestess	August 2023
Metaphysical Minister, International Metaphysical Ministry	March 2011