

Professional Summary

Results-oriented professional with leadership experience in developing strategic communications and partnership initiatives in U.S. and international markets. Proven success in identifying key challenges within an organization, executing a plan of action, and delivering targeted outcomes. Strong analytical mindset with experience in developing new programs, leading change initiatives, and rebuilding infrastructure external relations, communication management, and international program implementation. Effective cross-collaborative team member with strong interpersonal, communication, problem-solving, and critical-thinking aptitudes.

Areas of Expertise

Communication Management
Strategy Planning & Execution
Organizational Change

Public Relations & Media Relations
Internal Communication Planning
Crisis Communications

Team Leadership & Mentoring
Reputation Development/Management
Risk Assessment & Mitigation

Select Accomplishments

- Developed an international external relations strategy to develop partnerships.
- Executed a public relations program to nurture community and government relations.
- Drove a full communications plan to launch an International Crime Stoppers program.
- Written executive speeches, team briefings, and stakeholder documents for key corporate leadership for national events and programs
- Strategized and executed plans that accelerated stakeholder engagement by 17%.
- Increased professional school alumni association lifetime membership by more than 150% in two years.
- Oversaw and developed external relations programs to retain donors and grow philanthropic partnerships
- Received both national/international media and press coverage.

Career Experience

William Peace University | Raleigh, NC, USA
Vice President, University Advancement

8/2016 – Present

Lead planning and implementation of the University's advancement office to generate partnerships and philanthropic support. Spearhead alumni and donor relations, external communications, business development and partnerships. Manage the advancement office's six staff members to ensure optimal operational workflow. Track impact/effectiveness of engagement activities. Manage department budget, including management of expenditures and purchases.

- Oversee communications and appeals to the broader donor community, including presidential letters, magazines, and donor reports.
- Supervise analysis of the philanthropy program to determine operational efficiency and planning for improving fundraising and external relations through standards/metrics.
- Collaborate with the President, other senior leadership team members, Board of Trustees, alumni, and other leaders to support mission-driven philanthropy through strategic communication, partnerships, and proposals
- Represent the university as liaison to government, business, and at community functions.

Ross University School of Veterinary Medicine | St. Kitts, Caribbean
Director, International and External Relations (11/2013 – 7/2016)

6/2010 – 7/2016

Managed all aspects of external and international relations program for the veterinary school. Collaborated with internal departments/colleagues, external stakeholders, and students to support strategic initiatives of university. Devised business development strategy for internationalization priorities to engage in global partnerships within Singapore, Hong Kong, South Africa, Vietnam, and Europe. Directed four staff members working collaboratively and remotely across business units. Responsible for overseeing all public relations initiatives for the University, including executive communications at the Leadership and C-Suite level.

- Maintained the University's relationship at corporate level by collaborating with compliance, government relations, and legal divisions to ensure policy requirements for articulation.
- Managed administrative operations of the Dean's Office support staff as a member of the executive leadership team.

Assistant Dean, External Relations & Communications (6/2010 – 11/2013)

Oversaw external relations and communications services for the University. Advised senior leaders during critical events. Led media training for faculty/leadership and supported to position the veterinary program in news stories, industry publications, and media. Managed communications collateral and social media supporting the university's strategic initiatives. Served as a primary contact for media inquiries and crisis communications management. Addressed and responded to queries as the campus public information officer.

- Managed the overall public relations and external relations program for the University.
- Directed a dynamic team to manage all major campus events by collaborating with the St. Kitt's government and other external partners.
- Served as the information officer for Coalition of Support of St. Kitts-Nevis's security initiatives and supported launch initiatives for Crime Stoppers St. Kitts.
- Led internal communications both at the university level and at the corporate level.

Campbell University College of Pharmacy & Health Sciences | Buies Creek, NC, USA**12/2002 – 6/2010***Assistant Dean, External Relations (2/2008 – 6/2010)*

Led overall strategic planning, implementation, and administration of the pharmacy external relations office. Spearheaded outreach and engagement program including prospect management, database maintenance, and donor research. Oversaw development, communication, alumni relations, stewardship, corporate and foundation relations. Managed volunteer and leadership boards including Dean's Board of Advisors and Pharmacy Advancement Board and regional program boards.

- Drove a \$12M campaign for construction of new pharmacy building, the first capital campaign in the pharmacy school's history.
- Organized major events for school: Graduation/Convocation, Fundraising Galas, Reunions.
- Improved alumni association lifetime membership by more than 150% in 2 years.
- Boosted pharmacy giving by 300%+ since the establishment of the alumni program.

Director, Alumni Relations & Advancement (9/2005 – 2/2008)

Oversaw planning and growth of pharmacy alumni program by supporting communications. Managed employees and interns. Led the Pharmacy Alumni Association Board of Directors including setting annual goals/actions. Established an evaluation program to measure alumni engagement and assess programmatic needs from alumni membership.

- Developed an alumni-student association to support student initiatives and a mentor program.
- Initiated the first Pharmacy Alumni Senior Award program in 2005.
- Accomplished alumni renewals rates averaging 80-85%.
- Executed the development of the college's communications collateral, including a magazine and annual report

Associate Director of Alumni Relations & Outcomes Assessment (12/2002 – 9/2005)

Developed and executed the new Pharmacy Alumni Association from initial concept to a fully operational alumni program. Supervised outcome assessment activities for the school related to accreditation and evaluation activities. Steered all aspects of volunteer management, regional events, reunions, print/electronic communication, newsletter, and fundraising.

- Created and managed alumni annual giving programs.
- Instituted all alumni communication activities, including e-newsletters, magazines, dean's briefings, and other collateral.
- Drove alumni giving campaign that exceeded the previous year by approximately 50% in 2004.

Additional Experience

Campbell University, Instructor in Principles of Marketing Course
Fuquay-Varina Chamber of Commerce, Director of Member Services
Brodeur Worldwide, Public Relations

Education & Certifications

North Carolina State University | Raleigh, NC, USA (2001)

Bachelor of Arts in Communication, Public Relations concentration
Business Management Minor - *Cum Laude*

Campbell University, Lundy Fetterman School of Business | Buies Creek, NC, USA (2005)

Master of Business Administration

CFRE Certified, Certified Fund-Raising Executive (2009)

Professional credential for philanthropic fundraising executive

Blackbaud Raiser's Edge NXT Fundamentals Certification (2020)

Fundraising CRM system

Leadership Experience

- WakeMed Foundation, Member Helton Scholarship Committee | 2018 - present
- Ross University Catalyst Leadership Participant—an executive leadership program for talent management
- Motivational and leadership speaker at various community activities and organizations – SIMPLE leadership
- Independent Business Owner and Consultant, Higher Education Space & Leadership/Interpersonal Coaching
- Raleigh Chamber of Commerce Inter-City Leadership Visit Teams, Boston 2017, Seattle 2018, Nashville 2019
- Nutrition Educator, Inter-Faith Food Shuttle Cooking Matters Program | 2018
- Fundraising Committee, St. Christopher Children's Home | 2013 – 2014

Affiliations & Professional Memberships

- Council for Advancement & Support of Education (CASE) District (Southeast Region) Conference Chair | 2020
- CASE III, Board of Directors (Southeast Region Colleges & Universities) | 2019 – 2021
- CASE III, District Conference Committee | 2017 – 2022
- Member, NC State Alumni Association & Campbell University Alumni Association (Life Membership)
- International Association of Business Communicators
- NAFSA: Association of International Educators
- Public Relations Society of America
- Association of Fundraising Professionals

Awards & Achievements

- Named to Top 40 Under 40 in Triangle area | 2018
- Leadership Raleigh, Raleigh Chamber of Commerce | 2017-2018
- Ron Taylor Leadership Award Recipient, Ross University School of Veterinary Medicine | 2015
- Honorary Life Membership Award, NC DECA | 2007
- First-place University Team and State Finalist, North Carolina MBA Competition | 2005
- Gold Winner (2004) & Silver Winner (2006), Sir Walter Raleigh Award for Excellence in Communication

Technical Proficiency

- Google Suite and Microsoft Office
- Blackbaud Raiser's Edge NXT Fundamentals Certification | 2020 (CRM)
- Basic HTML and Web editing software
- Basic Adobe Creative Suite, PageMaker, Photoshop, and Acrobat
- Social Media Management –Twitter, Facebook, Linked-In, Alumni Communities