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## Personal Executive Assistant and Chief of Staff

### *Business Excellence and Operations*

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With almost ten years of experience as a dedicated Personal Executive Assistant to Fortune 500 and privately held corporations' C-Suites, I have been entrusted with a wide range of responsibilities, demonstrating a high level of trust while helping executives focus on what matters most to their business. My role involves complex calendar management, expense reporting, keynote presentation design, supporting top-tier operations' strategy, execution, and holistic employee engagement strategies for executive leaders in fast-paced, matrix organizations with geographically dispersed teams. My experience spans B2B, technology, cybersecurity, sports, wellness, start-ups, hospitality, franchising, SaaS, QSR, retail, real estate, global payments, and the automotive sector(s), enabling me to connect the dots for change management and successful business transformation.

#### **Outside of Work**

Outside of work, I love all things sports! This past year alone I have done IRONMAN Florida, a 2.4 mile swim, 112 mile bike ride and 26.2-mile run in 13 hours while raising \$4,200 for the IRONMAN Foundation. In addition, I recently finished the 2024 Boston Marathon after running a qualifying marathon in 2023. Certified as an IRONMAN TriDot Coach.

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## Professional Experience

### **GoDaddy, Atlanta, GA, November 2023– Current**

#### ***Care Guide***

In this client-facing role, I provide our customers with the tools and insights, including website design, optimization, Google Analytics, and SEO strategies, to help transform their ideas into successful online ventures.

### **#goatmatters, Atlanta, GA, May 2018 – Current**

#### ***Marketing and Communications Consultant***

Established an independent consulting enterprise aimed at bolstering the objectives, strategic direction, and day-to-day functions of enterprises by formulating all-encompassing digital marketing and communication strategies. Instrumental in molding brand image and recognition, elevating website traffic, and propelling business expansion by orchestrating digital marketing initiatives and social media campaigns and on-demand virtual executive assistance support.

- Create search engine-optimized websites featuring modern interfaces, pristine layouts, and fully responsive designs. Provide compelling content and top-notch visuals to accurately portray the brand, products, services, and promotional activities.
- Partner closely with entrepreneurs to craft and compose SEO-optimized articles and thought-provoking blog entries exceeding 1,000 words in length. Spearheaded the creation of 300+ blog posts, culminating in a remarkable year-over-year increase of 150% in organic followership.

### **Backcountry, Atlanta, GA, October 2023– May 2024**

#### ***Competitive Cyclist Gearhead (Seasonal)***

As a customer-facing representative, I actively interact with our customers via phone, email, and chat, handling bike-related inquiries and sales, including parts, gear, and apparel. I even help our customers design their dream bike(s), ensuring a seamless experience every step of the way while sustaining a conversion rate exceeding 30%!

### **Insight Global, Atlanta, GA, January 2022 - June 2022 (Contract)**

#### ***Marketing and Communications Manager***

Crafted a comprehensive communication strategy, designed and developed programs, and expertly managed projects for the IT Operations Leadership team of the global satellite television industry leader during its transition to an independent entity. Generated internal communications and innovative materials, encompassing executive announcements and presentations, to harmonize, rally, and invigorate the workforce to support the strategic direction. Nurtured a cooperative remote workspace by harnessing technology tools like Microsoft Teams, SharePoint, Workplace, and Canva.

- Executed an all-encompassing internal communications strategy.
- Produced a multipage intranet design encompassing navigation, photo curation, and color selection alternatives.

### **Elavon, Atlanta, GA, March 2020 - October 2020**

#### ***Strategic Business Partner to the President, North America***

Offered strategic guidance and assistance in effectively integrating overarching objectives and policies.

- Conducted bi-weekly town hall gatherings and broadcasted live to geographically dispersed teams through WebEx, ensuring uninterrupted business operations during the COVID-19 pandemic restrictions.

**Cox Automotive, Atlanta, GA, October 2014 – May 2018*****Senior Executive Assistant and Communications Manager, Office of the Group President (Self-Created Role)***

Championed comprehensive oversight of organizational operations, communications, corporate social responsibility, and the daily management of personal and business matters on behalf of the President of RMS Automotive. Showcased entrepreneurial zeal coupled with exceptional abilities in collaboration, consensus forging, communication, and process enhancement. Cultivated a unique organizational culture from its inception, simultaneously elevating operational prowess, amplifying brand expansion, and augmenting revenue streams. Skillfully administered a \$250K budget, orchestrating engagement initiatives to enhance employee productivity.

- Established, propelled, and refined procedures for recurrent "business rhythm" undertakings, encompassing staff assemblies, leadership retreats, all-hands gatherings, and strategic mapping sessions.
- Conceived and presented a thorough executive-level monthly report within a matrixed context, catalyzing a cultural shift by crafting narratives spotlighting team members, commemorating achievements, acknowledging service milestones, and providing a concise overview of monthly business performance.
- Led the project management of extensive special initiatives, including the multimillion-dollar construction of new space to accommodate over 100 employees. Collaborated seamlessly with internal facilities, IT, security, enterprise network, and voice services teams to ensure successful execution.
- Streamlined employee onboarding in legacy system: Transitioning Equipment Setup from 10 Days to 2 Days.
- Crafted high-level executive communications and developed presentations, oversaw the management of executives' social media accounts, and composed notable byline articles for prominent industry publications.
- Developed presentations employed during critical board meetings, sales conferences, offsite management workshops, and diverse meetings at varying levels.
- Efficiently coordinated punctual and fiscally responsible special events tailored for C-suite executives, senior leaders, and their families. Oversaw the arrangement of accommodations, travel logistics, VIP schedules, logo design, sponsorship coordination, and on-site assistance for the Cox Automotive-sponsored Las Vegas Governor's Ball, an event valued at \$50,000.
- Implemented and oversaw the employee community advocacy program, fostering connections with Atlanta-based nonprofits and energizing engagement in volunteerism, sustainability, and community service initiatives.

**FOCUS Brands, Atlanta, GA, January 2014 - August 2014*****Senior Executive Assistant to Chief Supply Chain Officer***

Collaborated with CSCO on all strategic projects, learning first-hand about the intricacies of commodities market outlook and the direct impact of fluctuating prices on the food supply chain for quick-service restaurants. Led resource allocation, administrative workload, and scheduling management for high-volume executive until the position was eliminated due to restructuring of the supply chain model.

**Intercontinental Hotels Group (IHG) Atlanta, GA, January 2009 – August 2013*****Senior Executive Assistant and Communications Manager to Global Chief Brands Officer***

Entrusted with privileged information and listed on the organization's insider trading list, I facilitated the seamless management of day-to-day operations for GCBO, skillfully handling a spectrum of responsibilities. This encompassed coordinating personal and professional appointments, intricate international travel arrangements, and visa processes. As a publicist, I curated personal branding, orchestrated speaking engagements, and oversaw book production, sales, and signings. In a dynamic environment with competing demands, I deftly managed tasks from GCBO, Board members, and senior executives, setting priorities to ensure timely and harmonious outcomes. My paramount focus was enhancing engagement among global hotel guests and franchise owners while simultaneously fostering genuine employee involvement.

- Engaged in a collaborative partnership with the Global Chief Brands Officer at IHG, contributing to significant strategic initiatives during his leadership of organizational transformation in global brand management. This collaboration resulted in enhanced marketing agency efficiency and optimization costs amounting to \$9MM within a substantial \$64B portfolio.
- Handled confidential and sensitive matters with the utmost discretion and confidentiality, particularly those decisions that had direct implications for the company's global operations.
- Crafted the monthly digital newsletter for franchise owners, skillfully conveying the rebrand's significance by showcasing the positive outcomes of the \$1 billion Holiday Inn brand refresh program. Achieved buy-in from franchise owners through insightful one-on-one interviews and compelling narratives.

- Managed multi-day offsite conferences, handling venue selection, lodging arrangements, transportation logistics, and coordinating notable guest appearances. Notably, orchestrated a conference for over 500 attendees with a budget of \$250K, leading to an impressive 90% delegate satisfaction rate.
- Organized leadership meetings and exclusive dinners in unique settings, venturing beyond the ordinary to locations like art galleries, satellite kitchens, gardens, and rooftops.
- Conducted research to identify suitable speakers and entertainment aligning with the overarching objectives of the event(s). Facilitated speaker selection and entertainment agreements, maintaining consistent communication in the lead-up to the event. Coordinated book signings as relevant.
- Headed community relations initiatives for Global Brand Management. Cultivated partnerships with distinctive nonprofits in Atlanta, including StandUp for Kids, an organization dedicated to breaking the cycle of youth homelessness. Took personal charge of coordinating the event alongside SUFK staff, oversaw IHG team participation, and procured substantial donations of clothing and supplies. Skillfully garnered contributions from Chick-fil-A, Corner Bakery, and Communicorp.

**Additional Experience:** With over seven years of diverse experience spanning Sales, Marketing, and Data Analysis roles within the automotive sector, I have engaged directly with prominent brands, including Ford, UAW-GM, LEAR, Magna, Delphi, Johnson Controls, Bosch, Denso, Dana Corporation, Federal-Mogul, GT Technologies, Honeywell, Visteon, Intier Automotive, Goodyear, GMSPPO, and NAPA Auto Parts. Key accomplishments include:

- Spearheaded operational streamlining, sales enhancement, and elevated customer experiences for automotive aftermarket retail giants such as Goodyear and GMSPPO. Created regional market stocking guides driven by data insights, resulting in an impressive 80% reduction in overhead costs and a remarkable 40% upsurge in sales.
- Collaborated closely with UAW-GM to revolutionize operational efficiency, health, and safety within the plants. This led to a remarkable 70% surge in employee participation rates for new ideas through implementing a digital marketing initiative called the UAW-GM Suggestion Plan Program, which tiered vendors and facilitated innovation.
- Successfully implemented direct mailing strategies tailored to automotive clients using the National Vehicle Population Profile (NVPP) and other proprietary sources.

## Education and Credentials

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**Bachelor of Business Administration in Marketing**, Davenport University, Dearborn, MI

### Certifications

Introduction to Risk Management, University of California, Irvine

Fundamentals of Digital Marketing, Google Digital Garage

Introduction to Artificial Intelligence, IBM

Public Relations: Best Practices and Ethics, Alison

## Technical Expertise

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<b>Remote Collaboration:</b>	Zoom, Skype, Dropbox, Basecamp, SharePoint, WebEx, Google, Microsoft Teams, Slack, ServiceNow, Jive Software, Yammer, Workplace, Duo,
<b>CRM:</b>	Salesforce, HubSpot, Skylight
<b>Document Creation:</b>	Microsoft Office, Google Enterprise, Apple, Visio, Canva, and Docusign
<b>Digital Marketing:</b>	Canva, Adobe, Cvent, GoDaddy, Mailchimp, Social Media, ASI Central, WordPress
<b>Publishing Platforms:</b>	Apple News, Kindle, Google News, Flipboard, Scrib, Medium, Thrive Global
<b>Expense and Travel Mgmt:</b>	Concur, American Express
<b>A/P and A/R:</b>	Oracle PeopleSoft, Oracle NetSuite