
Personal Executive Assistant, Chief of Staff and Experience

Business Excellence and Operations

I have a passion for people and excellence. Together, these traits have served me well as a dedicated and trusted business partner to the C-Suite of Fortune 500 and privately held corporations with more than a decade of experience in supporting best-in-class operations strategy, execution, and support while inspiring executive leaders in holistic employee engagement strategies. An articulate communicator with a natural ability to synthesize key information and effectively collaborate across functions and with all levels of leadership to achieve strategic and tactical alignment for programs, initiatives, budgets, resources, and timelines in fast-paced and often ambiguous matrix organizations with geographically dispersed teams. Experience in multi-faceted roles within B2B, technology, cybersecurity, sports, wellness, start-ups, hospitality, franchising, SaaS, QSR, retail, real estate, global payments, and automotive sector(s) lends itself to connecting the dots for change management and successful business transformation. Certified Associate in Project Management and Business Analysis.

Outside of Work

This year, I am proudly joining a select group of athletes from around the world on TEAM IMF to support the mission of the IRONMAN Foundation. Together, we share a passion for creating positive, tangible change in our race communities and proving that "Anything Is Possible" as I train for my first 140.6-mile triathlon consisting of a 2.4-mile swim followed by a 112-mile ride and 26.2-mile run through Sacramento on October 23, 2022. In 2021 alone, the IRONMAN Foundation distributed more than \$2.1 million to 1,500 organizations worldwide. \$100 could mean bikes for several kids, money that helps keep a community center pool open or money that goes to honoring Gold Star families, or supporting diversity in sport through initiatives like Women For Tri. Consistently place in the top 5% of my age group in road race distances ranging from 5K to Marathons. Native to Latvia and speak Russian. It's A Military Life Healthy Life Ambassador. Certified scuba diver. Angels Among Us Foster Failure. Love dogs.

Professional Experience

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

Marketing and Communications Manager

Communications strategy, digital marketing, and project management for the IT Operations Leadership team of the world's largest satellite television provider as they forge ahead to be a standalone organization. Deliverables included Internal communications and creative materials to align, mobilize and engage employees behind the strategy. Fostered a collaborative, remote environment leveraging technology including Microsoft Teams, SharePoint, Workplace, and Canva.

- Delivered a comprehensive internal communications plan.
- Delivered a multipage intranet design that included navigation, photo selection, and color choice options.

#goatmatters, Atlanta, GA, May 2018 – current

Marketing and Communications Consultant

Launched my own consulting business to support the mission, strategic planning, and operational efforts of organizations through the development of comprehensive digital marketing and communication plans, shaping brand perception and awareness, increasing site traffic, and fueling business growth utilizing digital marketing and social campaigns.

- Designed SEO-optimized websites with a fresh interface, clean layout, and fully responsive design, delivering engaging content and high-quality graphics to appropriately represent the brand, products, offers, and other promotions.
- Leveraged social posts, landing pages, and webinars into syndicated content for small business owners.
- Collaborate with small business owners to develop and write SEO-friendly 1,000+ word articles and insightful blogs. Produced over 300 blog posts, resulting in an organic followership gain of 150% year-over-year.

Elavon, Atlanta, GA, March 2020 - October 2020

Strategic Business Partner to the President, North America

Provided consultative leadership and support for the overall integration of strategic objectives and policies.

- Executed bi-weekly town hall meetings for live broadcast across geographically diverse teams, utilizing WebEx during COVID-19 pandemic restrictions to ensure continued business function.

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

Led all organizational operations, communications, CSR, and day-to-day management of personal & business affairs for the President of RMS Automotive. Demonstrated entrepreneurial drive with excellent collaboration, consensus building, communications, and process improvement skills. Nurtured distinctive culture from the ground up while enhancing operational excellence, resulting in increased brand growth and revenue. Managed a \$250K budget and engagement activities to bolster employee effectiveness.

- Defined, drove, and improved processes around recurring "rhythm of the business" initiatives, including staff meetings, leadership off-sites, all-hands meetings, and strategic planning.
- Designed and delivered a comprehensive executive-level monthly report across a matrixed environment, transforming culture by generating team member spotlight stories, celebrations, service anniversaries, and a monthly business performance snapshot.
- Project managed large-scale special assignments, including the multi-million-dollar new space build-out for 100+ employees, working in collaboration with internal facilities, IT, security, enterprise network, and voice services teams.
- Organized timely, well-budgeted special events for C-suite executives, senior leaders, and their families, including coordination of hotels and travel, VIP itineraries, logo creation, sponsorship, and site support for the \$50,000 Cox Automotive title-sponsored Las Vegas Governor's Ball, nurturing relationships with both delegates and sponsors.
- Authored executives' communications and managed executives' social media account(s).
- Created customized dynamic presentations utilized in board-level meetings, sales conferences, dealer and distributor conventions, off-site management workshops, and meetings.
- Led a digital-first campaign to support Movember that resulted in nearly 100% employee participation across our geographically dispersed team to raise awareness for men's health.
- Managed over a dozen events that fed 170+ families of the Atlanta Ronald McDonald House, which included menu planning, logistics, and sourcing volunteers.

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 sensitive information and placed on the inside trading List of this \$64B organization, I facilitated smooth execution of day-to-day activities for GCBO, including calendar administration of personal and professional appointments, complex overseas travel itineraries, visa applications and led personal branding as a publicist, orchestrating all speaking engagements and book printing, selling and signing. Effectively managed diverse assignments and responsibilities from GCBO, Board members, and senior executive teams with conflicting demands on time and attention and set priorities to reach successful and mutually agreeable timelines. Prioritized focus on bolstering engagement across global hotel guests and franchise owners as customers, while expanding genuine employee engagement.

- Managed sensitive matters with a high level of confidentiality and discretion, especially decisions directly impacting the global operations of the company.
- Collaborated with Global Chief Brands Officer at IHG on major strategic initiatives as he led organizational change for global brand management, leading to marketing agency effectiveness while streamlining \$9MM in costs across a \$64B portfolio.
- Worked closely with Holiday Inn's founding family to serve as emcee(s) for the inaugural Global Brand Management Employee Recognition Awards dinner at Intercontinental Hotels Group (IHG).
- Wrote monthly franchise owner newsletter, capturing rebrand buy-in from franchise owners by exposing the positive impact of the \$1 Billion dollar Holiday Inn brand refresh program through one-on-one interviews and stories.
- Executed multi-day offsite meetings, including designing master agenda and slides, sourcing venues, lodging, transportation, and arranging for special guest appearances, including a conference with a \$250K budget for 500+ attendees, resulting in 90% delegate satisfaction.

- Led community relations efforts for Global Brand Management. Built relationships with unique nonprofits across the city of Atlanta, such as StandUp for Kids, which is working to end the cycle of youth homelessness. Personally coordinated the event with the SUFK staff, managed participation of the IHG team, and secured boxes and boxes of clothing and supplies, successfully soliciting donations from Chick-fil-A, Corner Bakery, and Communicorp.

Additional Experience: Five years of experience in multi-faceted Marketing and Data Analysis roles within various industries, including the automotive industry, where I worked directly with OEMs, Tier One Suppliers, Aftermarket, and the UAW-GM. Highlights include:

- Drove operational efficiency, sales, and customer experience for automotive aftermarket retail brands such as Goodyear and GMSPO through creating regional market stocking guides for optimal inventory distribution, leveraging data-driven insights, resulting in an 80% reduction in overhead costs and 40% lift in sales.
- Partnered with UAW-GM to drive operational efficiency, health, and safety within the plants, resulting in a 70% increase in the employee participation rate of new ideas through a digital marketing program that tiered vendors in a program called UAW-GM Suggestion Plan Program.
- Managed a FORDFLEET marketing incentive program called Retail Greater Than Fleet within VINCENT, Ford's dealer web portal.

Education and Credentials

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

Certifications

PMI Professional in Business Analysis (PMI-PBA)

Certified Associate in Project Management (CAPM), Project Management Institute (PMI)

Introduction to Risk Management, University of California, Irvine

Fundamentals of Digital Marketing, Google Digital Garage

Introduction to Artificial Intelligence, IBM

IRONMAN Certified Coach, IRONMAN Group

Certified Wellness Coach, Nutrition Coach and Personal Trainer, National Academy of Sports Medicine (NASM)

Website Design and Hosting, GoDaddy Pro

Content Marketing, HubSpot

Public Relations: Best Practices and Ethics, Alison

Technical Expertise

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