
Personal Executive Assistant and Chief of Staff

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. A keen eye for identifying emerging trends, uncovering hidden revenue opportunities, streamlining processes, and overhead costs across matrix organizations with geographically dispersed teams. Talent for building and maintaining positive and cooperative working relationships with coworkers, vendors, executive teams, and board members. 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. Love dogs.

Key Accomplishments

- ❖ Managed C-Suite executive schedules to utilize their time most effectively while balancing family commitments. Coordinated travel, accommodations, and events to ensure timely attendance at meetings and events utilizing both public and private means of travel; Carefully planned and organized all logistics for flawless passenger experience(s) on private planes.
- ❖ Managed sensitive matters with a high level of confidentiality and discretion, especially decisions directly impacting the global operations of the company; Entrusted with sensitive information and placed on the inside trading list of a \$64B organization.
- ❖ 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.
- ❖ 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.
- ❖ 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.
- ❖ Executed and administered employee community advocacy programs for several organizations, including a multi-million dollar corporation, building relationships with 10+ unique nonprofits across the city of Atlanta and galvanizing volunteerism, sustainability, and people-driven community service.

Professional Experience

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

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.

#goatmatters, Atlanta, GA, May 2018 – current

Founder

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.

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.

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 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.

Additional Experience: Over a decade 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, Wholesale Used Car Marketplace, and the UAW-GM.

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

#Giveback Highlights

- ❖ Develop and implement healthy lifestyle programming for It's a Military Life's non-profit organization's program for military children, teens, and families.
- ❖ Foster failure with Angels Among Us.
- ❖ Training as an IRONMAN Foundation Athlete for my first 140.6-mile triathlon to help "Race for Change." 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.
- ❖ Worked with my son's public elementary school in Cherokee County, GA, to institutionalize the first lunch bunch program to help children born on the Autism Spectrum with social skills while providing a quiet environment to eat lunch in.
- ❖ Led a digital-first campaign to support Movember that resulted in nearly 100% employee participation as we raised \$1,200 across our geographically dispersed team to raise awareness for men's health during my tenure at Cox Automotive.
- ❖ Raised funds for Girls on the Run through the training and completion of my first full marathon.
- ❖ Spearheaded an event for a nonprofit organization, STANDUP For Kids, that 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.
- ❖ Managed over a dozen events to feed 170+ families at the Atlanta Ronald McDonald House, which included menu planning, logistics, and sourcing volunteers during my tenure at Cox Automotive.
- ❖ Initiated an event with Children's Healthcare of Atlanta in which I managed the participation of the IHG team to clean and restock "The Zone" and serve coffee and breakfast to parents, doctors, and staff.
- ❖ Orchestrated a coloring book drive for the patients of Winship Cancer Institute of Emory.