

“Business is Energy. Humor is Medicine. Presence is Power.”

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EXECUTIVE SUMMARY

Strategic Overview & Leadership Voice

Multidimensional strategist rooted in mindfulness, startup flow & purpose-built frameworks.

I merge vision with execution, boldness with empathy, and business with energetics.

I walk the middle path — bridging strategy & soul, vision & visibility, logic & light.

Where some see chaos, I chart clarity. Where brands lose voice, I amplify essence.

Whether guiding legacy orgs or cultivating emerging ecosystems, I don't just adapt — I alchemize.

My flow is intuitive yet tactical, grounded yet visionary, and always attuned to the pulse of what's next.

Currently contracted as a coach and consultant, supporting both individuals and emerging brands.

Open to contract, contract-to-hire, or permanent roles that align with my expertise
and academic path as I begin my master's degree.

CORE COMPETENCIES

Clifton Strengths: Relator | Empathy | Futuristic | Strategic | Individualization

Executive Support & Operations (Executive Assistant / Personal Assistant) • Project Management

Sales & Marketing Strategy • Event Production & Logistics

Content Development & Brand Voice • Mindfulness Integration

Wellness Leadership • Advising Startups & Emerging Brands

EXPERIENCE

SPECIAL PROJECTS & EXECUTIVE SUPPORT

High-level executive support, cross-functional administration, and full-spectrum operations leadership across hospitality, entertainment, and corporate ecosystems.

- Stepped into Special Projects and EA/PA roles across MGM Mirage and Wynn Las Vegas — supporting C-level teams through logistics, discretion, and real-time problem solving
 - Directed workflows during property launches and high-stakes activations — from HR interfacing to backstage execution
 - Oversaw budgets, vendor contracts, purchase orders, and reconciliations with sharp financial accuracy and cost-control foresight
 - Led weekly ops meetings and enforced accountability systems that delivered on-time, on-budget outcomes after years of departmental misalignment

 - Designed and implemented SOPs, workflow tools, and operations structures that boosted performance across departments
 - Brought trauma-informed leadership and emotional intelligence to fast-paced teams — creating safety, structure, and flow under pressure
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PROJECT & EVENT MANAGEMENT

Experiential execution, venue launches, and high-impact production from concept through curtain — integrating project discipline with creative pulse.

- Supported executive leaders and high-stakes teams by aligning logistics, resources, and timelines for on-target results
- Guided multi-phase projects from concept to completion — blending structure, creativity, and strategic alignment
- Oversaw logistics, timelines, and team flow for creative campaigns, internal operations, and branded initiatives
- Managed VIP activations, venue launches, and experiential events across entertainment and hospitality sectors
- Translated visionary concepts into tangible results through strategic foresight and adaptive leadership
- Balanced brand identity, guest experience, and operational delivery with high-touch execution

SALES, MARKETING & BRAND STRATEGY

Messaging, visibility, and growth through brand-aligned campaigns, high-touch experiences, and intuitive communication.

- Researched audiences, identified market trends, and defined positioning to guide creative development and campaign strategy
- Created pitch decks, wrote brand messaging, and developed integrated marketing plans from concept through launch
- Led cross-channel marketing execution — from digital strategy and print collateral to events and PR activation
- Managed inbound sales funnels, pitched and closed high-value clients, and supported ongoing partner relationships
- Launched social media and content campaigns that increased visibility, engagement, and brand resonance

CREATIVE DIRECTION & WRITING

Brand storytelling, content development, and cross-platform creative execution — from pitch to production.

- Wrote press releases, website content, internal comms, and promotional materials tailored to audience and voice
- Crafted pitch decks, presentations, and creative assets for startups, executive leaders, and high-stakes moments
- Translated brand values and energy into copy that connects — from taglines to email strategy
- Aligned content strategy with audience insights, brand tone, and business goals
- Edited and refined high-visibility materials with precision, clarity, and message integrity

MINDFULNESS COACHING & WELLNESS CONSULTING

Mindfulness-based coaching, intuitive strategy, and integrative wellness support for C-Levels, creatives, and entrepreneurs.

- Provided executive coaching rooted in mindfulness, emotional intelligence, and trauma-informed presence
- Guided clients through energetic alignment, stress reduction, and values-based decision-making

- Delivered holistic wellness strategies integrating detox protocols, lifestyle optimization, and spiritual support
 - Offered confidential sessions focused on clarity, purpose, and aligned personal growth
 - Blended intuitive insight with practical tools to support transformation across personal and professional domains
 - Provided mold-specific functional coaching for clients navigating chronic illness — including detox support, mycotoxin education, and lifestyle shifts focused on root-cause healing
 - Embodied a lifelong commitment to eco-conscious, holistic living — from organic nutrition and natural wellness to sustainable design, non-toxic environments, and mindful consumer practices
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TOOLS & TECH FLOW

Operations & Productivity Tools:

Microsoft Office Suite, Google Workspace, SharePoint, PeopleSoft, TimeClock Plus, ACT, MMS, Delphi

Project & Workflow Systems:

Asana, Monday.com, Smartsheet, Microsoft Project, Microsoft Planner, Salesforce, Event Booking Systems

Web & Marketing Tools:

Canva, Mailchimp, Google Analytics, HubSpot, Social Scheduling & Analytics Tools, Digital Campaign Platforms, Web Builder Platform

PROFESSIONAL DEVELOPMENT

- Quantum Reflex Analysis Level I — Certificate of Merit, Premier Research Labs (2010)
 - Project Management Professional Seminar — New Era Training Center Inc. (2015)
 - Fundamentals of Digital Marketing — Google Digital Garage (2018)
 - Typing Certificate — 76 WPM / 100% Accuracy, Typing.com (2019)
 - Content Marketing & Email Strategy — HubSpot Academy (2025)
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EDUCATION

- Bachelor of Metaphysical Science — University of Sedona (2019)
 - Ordained Metaphysical Minister & Practitioner Diploma — International Metaphysical Ministry (2019)
 - Associate of Applied Science in Fashion Marketing — The Art Institute of Colorado (1995)
 - ↳ Honors: 3.9 GPA | Dean's List | Alpha Beta Kappa | National Merit Scholar
 - ↳ Awards: Best Overall Portfolio | Most Marketable Project | Best Formal Presentation
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“Millionaires don’t use astrology. Billionaires do.” – J.P. Morgan