

Seasoned Marketer Storytelling Strategist Engagement Leader

Multichannel marketer with 20+ years of experience leading public-facing initiatives that mobilize communities, shape narratives, and advance mission-driven change. Known for designing campaigns that connect institutions with people—translating complex issues into compelling storytelling that drives action and impact.

Brings expertise in advocacy communications, national partnership development, and integrated campaign strategy, with a track record of guiding organizations through high-visibility moments requiring clarity, creativity, and public trust. Combines senior-level strategy with hands-on creative leadership to translate vision into measurable impact.

Led national campaigns engaging millions of supporters and influencing more than \$300M in public and private investment. Trusted by leadership teams to navigate evolving landscapes, align stakeholders, and create storytelling ecosystems that inspire participation and lasting engagement.

Areas of Expertise

<ul style="list-style-type: none">• Integrated Campaign Strategy• Campaign Creation & Delivery• Compelling & Inclusive Storytelling• Copywriting, Design, & Art Direction• Narrative Development & Strategy	<ul style="list-style-type: none">• Local, State, & National Advocacy• Media Relations & Outreach• Crisis & Reputation Communications• High-Profile Spokespersonship• Speech Writing & Public Speaking	<ul style="list-style-type: none">• Grassroots Community Organizing• Diversity & Inclusion Thought Leadership• Cross-Functional Team Management• Stakeholder & Donor Engagement• Corporate Partnerships & Sponsorships
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Education

Bachelor of Science in Advertising, Marketing, and Journalism | Magna Cum Laude, 2004 | The University of Texas

Career Experience

JLC Ideas Factory (Consulting Practice), Founder and Principal

2024 – Present

Founded an independent consulting practice supporting mission-driven organizations, small businesses, artists, and entrepreneurs with strategic marketing, storytelling, and public engagement initiatives.

- Advise clients on integrated marketing strategy, brand positioning, and narrative development to increase visibility and audience connection.
- Deliver full-spectrum creative and communications services, including social strategy, web and graphic design, media relations, and campaign planning.
- Partner with founders and leadership teams to translate ideas into actionable marketing frameworks and high-impact storytelling.
- Provide fractional senior-level marketing leadership, aligning creative execution with organizational goals and growth strategies.

Senior Director of Marketing, Greater Good Charities

2023 – 2024

Led a multidisciplinary creative and marketing department overseeing national storytelling, multimedia production, digital strategy, and brand execution.

- Directed integrated marketing operations spanning video production, website content strategy, and print/digital creative development.
- Led domestic and international photo and video shoots to elevate organizational storytelling and donor engagement.
- Architected corporate marketing initiatives, including a national user-generated content campaign with Wahl.
- Developed new engagement and fundraising models, including a podcast series and house-party cultivation framework.
- Partnered with cross-organizational leadership to produce high-impact pitch materials for major donors, corporations, and foundations.
- Launched a scholarship initiative designed to elevate emerging storytellers across creative disciplines.

Senior Director of Marketing Campaigns, National Trust for Historic Preservation

2013 – 2023

Served as senior campaign strategist for national advocacy initiatives, leading integrated campaigns that engaged millions of supporters and influenced more than \$300M in public and private investment.

- Built and managed a national corporate partnership portfolio including American Express, Google, Bank of America, Delta, State Farm, National Geographic, Patagonia, PepsiCo, Toyota, and others.
- Led cross-functional teams and external agencies to design and execute multichannel campaigns advancing organizational mission and visibility.
- Owned vendor strategy and RFP development across public relations, multimedia production, influencer partnerships, and web development. Positioned the organization through high-visibility storytelling campaigns that strengthened public engagement and brand relevance.
- Earned multiple promotions reflecting strategic leadership and sustained campaign success.

Associate Director of Online Campaigns, National Trust for Historic Preservation

2010 – 2013

- Led digital acquisition and onboarding strategy focused on SEO, paid/earned media, and supporter engagement.
- Collaborated with executive leadership to expand corporate partnerships and co-branded marketing initiatives.
- Designed integrated online and in-person activations that expanded audience reach and mission awareness.
- Extended in-store licensing partnerships with Lowe's and Valspar through strategic marketing collaboration.

Digital Content Manager, National Trust for Historic Preservation

2008 – 2010

- Led multimedia content strategy and managed social media channels exceeding 350K followers.
- Produced and edited high-volume editorial content while maintaining brand voice consistency.

Director of Communication, National Lesbian & Gay Journalists Association

2004 – 2008

- Led rebrand and relaunch of the organization's website, overseeing design, content, and strategy.
- Served as editor-in-chief and art director of Outlook newsmagazine, recognized three times by the Center for Association Leadership.
- Directed creative development for national events, including branding, collateral, and promotional campaigns.

Key Marketing Campaigns

[Campaign Portfolio](#) | [Photography Portfolio](#) | [Social Media Portfolio](#)

- **American Express and Backing Historic Small Restaurants (Nationwide)** — Conceived and led a multi-year partnership that delivered \$3M in funding to 75+ historic restaurants and generated national media coverage, including The Wall Street Journal, The New York Times, Forbes, Fortune, and TODAY.

- **Marine Stadium (Miami, FL)** — Directed campaign strategy and celebrity partnership with Gloria Estefan, resulting in 2M+ media impressions, a \$1M foundation donation, and \$45M+ in public funding.
- **Historic Route 66 (Nationwide)** — Secured a \$1M sponsorship with State Farm, National Geographic, Airstream, and Polaroid. Designed an eight-state activation generating 66K+ petition signatures to Congress.
- **New York State Pavilion (Queens, NY)** — Directed a high-profile preservation campaign mobilizing \$16M+ and launching an international ideas competition.
- **Houston Astrodome (Houston, TX)** — Conceived and executed a campaign engaging 10K+ supporters, generating 25K+ pledge-to-vote signatures, and helping secure \$105M in public funding.
- **Union Terminal (Cincinnati, OH)** — Served as marketing lead and spokesperson, helping drive \$212M for restoration and generating 239M+ media impressions.
- **Buffalo Unscripted (Buffalo, NY)** — Produced and conducted 800+ community interviews, resulting in 600+ new members, 7.5K minutes of footage, and a feature-length documentary.

Awards and Accolades

- **Photography** — Finalist in national and global photography competitions, including Life Framer, Exposure One Magazine, New York or Nowhere, Re-Focus Awards, and LensCulture.
- **Training** — Accepted to the inaugural class of Advance Camp, a workshop dedicated to identifying and training the next generation of political optics and logistics professionals.
- **Civic Leadership** — Selected from a national pool of applicants to join Next City's Vanguard Program to lead and advocate for equitable and sustainable urban development.
- **Education** — Recipient of the President's Award and Scholarship for creative advertising at the Moody College of Communication at the University of Texas.

Volunteerism and Activism

- **East Potomac Block Club** — Founder, president, and community safety organizer
- **Preservation Buffalo Niagara** — Board member and marketing lead
- **Allentown Association** — Marketing committee board member
- **Buffalo LGBTQ History Project** — Board member focused on inclusive storytelling
- **Erie County Democratic Committee** — Publicly elected committee member
- **Beto O'Rourke for Senate** — Lead volunteer trainer in critical swing county
- **Hillary Clinton for President** — Established local pop-up canvassing headquarters
- **Carima El-Behairy for NYS Senate** — Implemented SMS voter outreach strategy