

Seasoned Marketing Executive,
Community Engagement Architect, and
Campaign Innovator

Multichannel marketer with 20+ years of experience driving activism and social change through high-impact campaigns. Skilled in developing creative concepts, building cross-sector partnerships, and delivering multi-million-dollar national initiatives with measurable results. Known for strategic thinking, coalition building, and turning bold ideas into outcomes that matter. Proven success in storytelling, stakeholder engagement, and C-suite-ready project leadership across nonprofit, corporate, and grassroots environments.

Areas of Expertise

<ul style="list-style-type: none">• 360-Degree Marketing Strategy• Campaign Creation & Delivery• Compelling & Inclusive Storytelling• Copywriting, Design, & Art Direction• Content Creation & Management	<ul style="list-style-type: none">• Local, State, & National Advocacy• PR Strategy & Outreach• Crisis 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 Engagement• Corporate Partnership Management
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Education

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

Career Experience

Senior Director of Marketing, Greater Good Charities

2023 – 2024

Directed a team of five responsible for the organization's core creative outputs, including multimedia production, digital strategy, print design, and website editorial. Organized domestic and international photo and video shoots. Led key corporate marketing initiatives, including a national user-generated content campaign featuring animal makeovers with Wahl. Assisted cross-organizational staff in developing pitch materials for major donors, corporations, and foundations. Created new marketing concepts, including a podcast series and a house party cultivation and fundraising model. Launched a scholarship campaign to elevate the talent of emerging storytellers across all mediums.

Senior Director of Marketing Campaigns, National Trust for Historic Preservation

2013 – 2023

Cultivated the Trust's corporate partnerships, including American Express, Google, Bank of America, Delta, State Farm, Polaroid, Airstream, CIRCA, Heineken USA, National Geographic, Patagonia, PepsiCo, Toyota, and Benjamin Moore. Led internal and external stakeholders to develop and implement campaigns bolstering the Trust and its mission. Wrote RFPs and managed subsequent relationships with external vendors, encompassing public relations and marketing firms, multimedia content creators, influencers, and web developers. Orchestrated on/offline campaigns engaging millions of Americans to save historic places. Received multiple promotions, demonstrating solid leadership and strategic planning skills.

Associate Director of Online Campaigns, National Trust for Historic Preservation

2010 – 2013

Maintained a strategic focus on SEO, paid/earned acquisition, and new supporter onboarding. Collaborated with the Chief Marketing Officer to foster corporate partnerships. Developed and implemented local and online marketing activations and extended the Trust's in-store licensing agreement with Lowe's and Valspar. Raised the visibility of the Trust and engaged new audiences in historic preservation through the planning and execution of interactive marketing campaigns.

Digital Content Manager, National Trust for Historic Preservation

2008 – 2010

Produced multimedia content and managed the Trust's robust social media channels with over 350K followers. Wrote and edited the organization's blog and authored 15K words weekly.

Director of Communication, National Lesbian & Gay Journalists Association

2004 – 2008

Designed and executed the re-launch of the organization's website, handling all design and content development. Served as editor-in-chief and art director of Outlook newsmagazine, which was recognized three times as an award-winning publication by the Center for Association Leadership during my tenure. Designed and art directed all marketing collateral for national events, including logos and other branding elements, print and electronic invitations, and promotional brochures and merchandise.

Key Marketing Campaigns

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

American Express and Backing Historic Small Restaurants (Nationwide)

- Conceived a multi-year marketing campaign in partnership with American Express to support struggling small restaurants at the height of the pandemic, which awarded \$3M in preservation funding to over 75 iconic establishments. Facilitated media outreach that garnered national coverage in The Wall Street Journal, The New York Times, Forbes, Fortune, Cheddar, The Chronicle of Philanthropy, The Hill, Fast Company, and TODAY.

Marine Stadium (Miami, FL)

- Directly managed the Trust's relationship with Gloria Estefan, who became a spokesperson for the stadium in 2012 under my direction, creative guidance, and public relations management. Garnered 2M+ media impressions in outlets worldwide, a \$1M donation from Estefan's foundation, and \$45M+ in public funding.

Historic Route 66 (Nationwide)

- Secured a corporate sponsorship with State Farm, resulting in a \$1M deal in partnership with National Geographic. Conceptualized and implemented an eight-state, 200-stop road trip activation to raise awareness for Route 66 and its designation as a National Historic Trail, collecting 66K+ supportive petition signatures to Congress.

New York State Pavilion (Queens, NY)

- Directed a high-profile campaign to save the 1964 World's Fair Pavilion, mobilizing \$16M+ for its restoration and an international ideas competition to crowdsource reuse options.

Houston Astrodome (Houston, TX)

- Conceived and implemented a campaign to reconnect Houstonians to the Astrodome, featuring a branded mobile presence visited by 10K+ supporters that drove over 25K+ pledge-to-vote signatures and \$105M in public funding.

Union Terminal (Cincinnati, OH)

- Served as marketing lead for the campaign to save the terminal, leveraging \$212M for its restoration, and acted as spokesperson for the Trust throughout the effort, garnering 239M+ media impressions and a winning ballot initiative.

Buffalo Unscripted (Buffalo, NY)

- Produced and conducted 800+ face-to-face interviews with residents in Buffalo, resulting in over 600 new members to the Trust, 7.5K minutes of footage, and a full-length documentary exploring the city's ongoing renaissance.

Volunteerism and Activism

- **East Potomac Block Club:** Formed the organization and currently lead initiatives to improve neighborhood safety.
- **Allentown Association:** Marketing committee board member for one of Buffalo's most historic neighborhoods.
- **Buffalo LGBTQ History Project:** Board member committed to public engagement and inclusive storytelling.
- **Erie County Democratic Committee:** Nominated and publicly elected to recruit and support progressive candidates.
- **Beto O'Rourke for Senate:** Relocated to Texas to serve as lead volunteer trainer in a critical swing county.
- **Hillary Clinton for President:** Established pop-up headquarters for local canvassing and coordinated volunteers.
- **Carima El-Behairy for NYS Senate, 60th District:** Implemented the campaign's SMS voter outreach campaign.
- **Preservation Buffalo Niagara:** Served as a board member and marketing lead.