

Summary

- Creative marketing professional experienced in large-scale event planning, marketing, direct mail, public relations, training, web development and emerging technologies.
- Effective team leader who has founded and managed a not-for-profit organization.

Communications Strategy and Program Management

- Established a non-profit rainforest educational preservation program including developing communications strategy, curriculum, and educational materials, grant funding and in-kind donations resulting in local to national recognition within a year.
- Managed 50 lead agencies' planning and promotion of large events (300 to 22,000 volunteers) for National Youth Service Day (NYSD).
- Initiated a national endowment for 4-H's Centennial Celebration by conducting a national alumni search campaign utilizing online marketing, registration and community-building techniques.
- Established direct marketing strategy, managed budget and strategic planning process for National 4-H Council's alumni & donor team to achieve fundraising goals of \$320,000 in unrestricted operating funds.
- Conducted a needs analysis and established marketing strategy federal data warehousing and knowledge management courses.

Media Relations

- Managed and provided media relations support to 50 lead agencies resulting in over 13 million media hits; coverage from Los Angeles Times to Washington Post to Miami Herald and all major network TV affiliates.
- Managed and trained young people to present and promote NYSD and The Rainforest Challenge at local, state and national press events.
- Secured coverage on NBC and NPR Maine affiliates and local papers for rainforest preservation program.
- Compiled tri-state press database and press strategy for print, television and radio in CT, MA and RI to promote federally funded development projects.
- Managed Congressional and USDA Rural Development State Director attendance at dedication events.
- Created press kits and coordinated press coverage at dedication events for area office for federal agency.

Marketing

- Led redesign strategy, development and management of 2 corporate websites and marketing materials.
- Managed designers and print shops to develop 4-H brochures, newsletters, postcards, and web materials.
- Wrote curriculum and newsletter to engage youth, schools and community groups in rainforest preservation.
- Integrated 4-H print and web marketing materials including: <http://www.4Hproud.org>, www.4Hfundsearch.org, and www.fourhcouncil.edu/foundations.
- Wrote all alumni solicitation materials, designed and produced direct mail pieces.
- Developed over 30 NYSD program tip sheets and guides for planning, managing and promoting service events.

Special Events

- **National Youth Service Day** ('03) Events throughout the US.
- **Combined Federal Campaign** ('00, '01) Various federal agencies, Washington, DC.
- **GeoGov Conference** ('02) Brookings Institute, Washington, DC.
- **National 4-H Events: Foundation Trustees** ('00, '01) National 4-H Center, Washington, DC; **Congress** ('96) Chicago Hilton and Towers, Chicago, IL; **Conference** ('94) National 4-H Conference Center, DC.
- **Regional and State 4-H Teen Conferences** ('89, '90, '91, '92, '93, '94) Tradewinds Motor Inn, Rockland, ME; University of Maine campus, Orono, ME.

Technology Assessment and Development

- Marketing Wearable Computers: An Assessment of Early Consumer Adopters' Feelings and Attitudes toward Wearable Computers. MA thesis: Georgetown University.
- Conducted market analysis for El Salvadorian government's entrance into the IT human capital market.
- Wrote a business case for KPMG for the State Department's Foreign Affairs System Integration pilot program.
- Wrote a usability analysis for USDA's Research, Education and Information System (REEIS).
- Created training manual for GSA Public Building Service's appraisal application.

- Composed a series of essays about e-learning and mobile computing for the U.S. Navy's E-learning CDROM.
- Redesigned USDA's REEIS online datawarehousing system's navigation and design using Oracle Portals.
- Designed web navigation, design and content for International Development and Finance (IDF).
- Established web marketing and search engine strategy for Barquin and IDF sites.
- Managed design and content for alumni section of website for national youth non-profit.
- Developed online marketing channel (rainforestchallenge.org) to reach national schools and activist groups.
- Created a corporate intranet and knowledge base using Allaire Cold Fusion and Microsoft Access.

Computer Expertise

- **Languages:** Html, CGI, Perl, CFML, Javascript.
- **Software:** Dreamweaver UltraDev, Microsoft Frontpage, Director, Flash, Fireworks, Corel Suite, Adobe Suite (PhotoShop, Illustrator, Indesign, Pagemaker) Microsoft Publisher, Quark Xpress, Microsoft Office Suite, Groupwise, Eudora, Microsoft Works, Adobe Distiller, Lotus, Raiser's Edge, and various other office applications and Macintosh programs.

Work Experience

<i>11/02- present</i>	Field Manager, National Youth Service Day	Youth Service America, Washington DC
<i>7/01-10/02</i>	Business Development Coordinator	Barquin International, Washington, DC
<i>9/99-7/01</i>	Development Specialist/Alumni Search Manager	National 4-H Council, Chevy Chase, MD
<i>1/99-5/99</i>	Public Relations Coordinator	USDA Rural Development Program, Tri- State office (MA/CT/RI), Amherst, MA
<i>5/99-9/99</i>	Development Assistant	Island Institute, Rockland, ME
<i>7/98-9-99</i>	Assistant Manager	Irving Oil Company, NH locations
<i>5/91- 9/96</i>	President & Founder	The Rainforest Challenge, Union, ME

Education

<i>9/99-5/03</i>	M.A. Georgetown University Thesis: (2003) <u>Marketing Wearable Computers: An Assessment of Early Consumer Adopters' Feelings and Attitudes toward Wearable Computers.</u> Georgetown University, Washington, DC
<i>9/94-5/99</i>	B.A. Hampshire College http://www.rainforestchallenge.org/academicfront.htm Thesis: (1999) <u>An Evaluation of 4-H's Teen Programming.</u> Hampshire College: Amherst, MA

Awards/Affiliations

- Member of DC Web Women and Internet Society.
- National Coca Cola Scholarship Award winner, recipient of Hugh O'Brian Leadership Award.
- Honored with the establishment of the Katherine Watier Environmental Award given to Maine 4-H youth who exemplify excellence in environmental activism.