

About Me

I am a results-driven marketing professional with agency and in-house experience, specializing in campaign execution, digital strategy, and project management. Passionate about finding creative solutions, **I thrive working with cross-departmental teams to turn ideas into impactful marketing initiatives that drive engagement and business growth.**

My Current Role

Twin Valley July 2024 - PRESENT
Marketing Manager

Promoted from Marketing Campaign Coordinator Feb. 2025
Marketing Strategy & Execution | Campaign Management
Social Media Management | Content Creation & Strategy
Digital Marketing Management | Design | Marketing Vendor Management | Reporting & Analysis | Project Management

Education

Wichita State University
Bachelor's of Fine Arts,

Graduated magna cum laude (GPA: 3.9/4.0)
Minor in Women's Studies

Accolades

Wichita Business Journal 2022
Women Who Lead In Marketing

SKILL HIGHLIGHTS:

- Account Management
- Campaign and Project Management
- Content Strategy
- Digital Marketing Management
- Analytics & Reporting
- Graphic Design
- SEO
- PPC & Google Ads
- Copywriting
- Email Marketing
- Website Design and Maintenance

Previous Experience

Kansas Children's Service League
Marketing & Design Specialist

Oct. 2022 - July 2024

Key responsibilities: Social Media Management | Analytics & Reporting
Website Management | Content Strategy | Email Marketing | Graphic Design
Program Account Management | Internal & External Project Management

Baseline Creative
Creative Strategy Manager

Jan. 2022 - Oct. 2022

Key responsibilities: Account Management | Project Management
Marketing Strategy | PPC & Google Ads | Website Content & Design
Graphic Design | Social Media Management | Onboarding & Account Setup

Pen Publishing Interactive
Account Manager & Marketing Strategist

Feb. 2020 - Jan. 2022

Key responsibilities: Account Management (10 ongoing monthly client accounts)
Marketing Strategy | PPC & Google Ads | Website Content & Design
Project Management | Graphic Design | B2B Marketing (Tech Solutions)

Patton Termite & Pest Control
Marketing Manager

Feb. 2016 - Feb. 2020

Key responsibilities: Website Design and Updates | Print and Digital Marketing
Graphic Design | Social Media Marketing | Google Ads | Listing Management

Professional Tools & Platforms:

Productivity & Collaboration:

- Microsoft 365
- Wrike, Asana, ClickUp, etc.

Graphic Design

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Rush)
- Canva

Web CMS & Builders

- WordPress (Divi, Oxygen, & custom builders)
- Flipper SD (custom CMS)
- Wix, Squarespace, etc.

Ads & Analytics

- Google Ads
- Google Analytics
- Meta Ads
- Agency Analytics