

Education

PhD in Communication, The University of New Mexico, Albuquerque, NM. Expected graduation June 2009.

Master of Science in Marketing – Integrated Marketing Communications, University of Denver, Denver, CO. June 2005

- GPA: 3.7/4.0

MBA in Operations Science & Management, The Anderson Schools of Management, The University of New Mexico, Albuquerque, NM. December 2001.

- GPA: 3.7/4.0

Master of Arts in English, Texas Tech University, Lubbock, TX. August 1996.

- GPA: 3.5/4.0

Bachelor of Arts, Drake University, Des Moines, IA. May 1991.

- Major in English, Minor in Speech Communication, Concentration in Cultural Studies
- Thesis: "Get Your Filthy Hands Off My Desert: Arab Images in American Gulf War Media"
- Graduated with University Honors. GPA: 3.7/4.0

Teaching Experience

Instructor, University of North Dakota – Lake Region, Grand Forks Air Force Base, ND. 1994 – 1996

- Taught multiple sections English composition and literature to adult learners in 8-week terms.
- Courses taught included *Development of the American Novel I*, *Basic Composition*, and *Advanced Composition* (which included both introduction to research and introduction to literature).

Teaching Assistant, Texas Tech University, Lubbock, TX. 1993

- Taught one section of English composition under direct faculty supervision
- Tutored students from across the university in the campus Writing Center, under the supervision of Dr. Lady Falls Brown.

Teaching Assistant, Drake University, Des Moines, IA. 1990 – 1991.

- Assisted Dr. Robert Hariman with small-group facilitation for *Rhetoric as a Liberal Art*.

Conference Presentations

Women & Technology – Gendered Relationships with Computer Games. Presented at the University of South Dakota Women's Studies Conference, Vermillion, SD, 1996.

Tutoring Adult Learners. Presented at the South Central Writing Centers Conference, Stillwater, OK. 1993.

Honors & Awards

Inducted into Mu Kappa Tau, Marketing Honor Society, 2005

Inducted into Mensa, 2004

Most Likely to Contribute to Research in the Field, Drake University English Department, 1990

Inducted into Omicron Delta Kappa leadership honor society, 1990

Inducted into Mortar Board honor society, 1990

National Merit Scholar, 1987

Professional Experience

Self-employed communication consultant

2001 – present

Worked for a variety of nonprofit organizations, improving their communications materials and systems, including both media relations and event management. Created brand audits and analyses to deconstruct international brands as well as to create stronger local brands.

- Gathered and summarized primary data on local voter concerns for New Mexico First, August-September 2006.
- Gathered and summarized primary data on economic development concerns for New Mexico First, January 2006.
- Site manager for New Mexico First's town hall event on watershed issues, November 2005, Las Vegas, NM. This event led to consensus grassroots recommendations given to New Mexico cabinet secretaries for implementation.
- Conducted multiple focus groups for University of Denver's business school regarding student services, spring 2004. This research led to redesign of student advisement office hours, services, and communication with students.
- Worked with international graduate students (primarily from southeast Asia) to improve their in-class communication skills. Served as a resource for these students as they adapted to American campus life, 2004-2005.
- Edited scholarly papers and in-class handouts for physics department staff at the United States Air Force Academy, 2004-2005.
- Served as an application examiner and feedback editor for Quality New Mexico in their annual Malcolm Baldrige Criteria for Performance Excellence competition, fall 2001.

Creative Director, Online

1999 – 2001

University of New Mexico, Albuquerque, NM

Launched business school's first online publication, targeted at 17,000 alumni, donors, and friends. Partnered with Dean's Office, Alumni Relations, Development Office, and IT staff to make this project succeed—redesign provided catalyst for ongoing continuous improvement in alumni relations.

Associate Director

1996 - 1998

North Valley Arts Council, Grand Forks, ND

Assistant project manager during \$2.3 million fundraising campaign, recovery from natural disaster, and new facility remodel/startup. Primary author of press releases, soft news stories, quarterly newsletter, as well as non-marketing memos, meeting minutes, and reports. Co-author on grants that raised \$500,000 for disaster relief for the organization and local arts community. Managed a team of 8 – 10 volunteers through multiple projects and events to produce a "jewel" of the post-disaster community.

Director of Product Support

1995

Winged Yak Productions, Grand Forks, ND

Created and implemented marketing plan for amateur software package, resulting in nationwide distribution in mall retailer. Successfully cold-called national distributors and coordinated promotional package reception. Served as liaison between distributor and software developer throughout the process.