

EXECUTIVE PROFILE

Marketing and communications executive serving as chief marketing and communications officer equivalent for a public university, reporting to the President and leading enterprise brand, communications, and audience strategy.

Proven record of shaping institutional positioning and aligning brand, strategic communications, and audience engagement across academic programs, administrative functions, and the student experience. Advisor to executive leadership, with experience supporting complex decision-making and organizational change.

Demonstrated success building and restructuring integrated marketing and communications organizations, establishing data-informed performance frameworks, and advancing digital modernization, brand stewardship, and institutional effectiveness.

Certified Change Practitioner (Prosci) with formal organizational development certification and experience leading enterprise transformation while sustaining operational continuity and measurable outcomes.

PROFESSIONAL EXPERIENCE

Associate Vice President of Marketing and Communications

Central Washington University, 2025 - Present

- Serve as the university's senior-most marketing and communications leader, reporting to the President and functioning as chief marketing and communications officer equivalent.
- Lead a centralized division of 20 professionals across brand, strategic communications, media relations, digital marketing, creative services, and auxiliary marketing, aligning strategy, resources, and performance to university-wide goals.
- Led the development and implementation of the university's first comprehensive university-wide marketing and communications strategy, establishing a cohesive and measurable framework for brand, communications, and audience engagement across academic and administrative units.
- Oversee enterprise brand governance, licensing, and identity systems, ensuring consistency and effective implementation across colleges, programs, and student-facing services.
- Direct digital modernization, including AI-enabled search optimization (AEO), analytics, and marketing technology integration to strengthen visibility, engagement, and performance.
- Established an audience-based, performance-driven model supporting full-funnel recruitment and engagement, with marketing and CRM performance consistently meeting or exceeding industry benchmarks.
- Built and sustained relationships across academic leadership, administrative units, and external stakeholders to support institutional priorities.
- Support coordinated communications and leadership messaging in a complex public university environment.

Executive Director of Marketing and Branding

Central Washington University, 2023 - 2025

- Led institutional brand transformation and integrated marketing strategy within University Relations.
- Directed centralized marketing operations supporting 4,000+ annual projects across academic and administrative units, aligning campaigns, paid media, and content strategy to enrollment and reputation objectives.
- Designed and implemented the university's first Integrated Marketing Plan, formalizing digital-first recruitment strategy and establishing ROI-based advertising evaluation.
- Led \$1M+ paid media strategy and performance analytics model, strengthening measurable return on investment and audience targeting precision.
- Executed comprehensive brand refresh, including visual identity evolution, licensing restructuring, and governance framework to unify institutional messaging across units.

Director of Enrollment Management Marketing and Communications

Central Washington University, 2022 - 2023

- Built and scaled enrollment marketing infrastructure during institutional transition.
- Established strategic and operational foundation for newly created enrollment marketing function.
- Designed CRM-integrated (Slate) multi-channel recruitment communications strategy to improve segmentation, engagement, and yield performance.
- Integrated marketing, admissions, and IT collaboration to strengthen conversion pipelines and align messaging across the student lifecycle.
- Developed scalable communication templates and data-informed campaign tools to support enrollment growth objectives.

Senior Marketing and Communications Manager, Auxiliary Enterprises

Central Washington University, 2018 - 2022

- Founded and scaled the Auxiliary Marketing office, supporting \$30M+ in annual revenue across housing, dining, retail, and service enterprises.
- Developed integrated revenue-driven campaigns across digital, print, and experiential channels.
- Conducted market research and program evaluation to inform pricing, positioning, and operational decision-making.
- Implemented structured intake and reporting systems to increase operational transparency and stakeholder satisfaction.

Career Specialist

The University of Memphis, 2017 - 2018

Coordinator of Admission and Promotions

Bowling Green State University, 2013 - 2017

Assistant Admissions Coordinator

Bowling Green State University, 2010 - 2013

Gallery and Office Assistant

Ohio University, 2008 - 2009

EDUCATION

Master of Public Administration, Bowling Green State University

Master of Arts, Art History, Bowling Green State University

Bachelor of Arts, Studio Art, Taylor University

CERTIFICATIONS

Organization Development Certified Professional (ODCP), Institute of Organizational Development (in progress, April 2026)
Certified Change Practitioner, Prosci, 2025
Executive Certificate, Washington Employers for Racial Equity, 2024
EQ Certificate and Certified Facilitator, CWU, 2024

CURRENT GOVERNANCE AND LEADERSHIP ENGAGEMENT

University Administrative Leadership Team, Member
Marketing and Communications Advisory Committee, Chair
Women in Leadership Committee, Co-Chair
Strategic Enrollment Taskforce, Member

RELEVANT PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
Association of Change Management Professionals (ACMP)
Institute of Organization Development (IOD)
National Association of College Auxiliary Services (NACAS)