

EXPERIENCE

Brand & Communications Strategist

El Cerrito, California, October 2006 - Present

Communications consultation focused on brand development, strategic marketing (print, web and social media), and authentic community building for non-profits, entrepreneurs and forward-thinking businesses.

Co-founder :: Rootid.in - a full service marketing and communications firm focused on empowering socially conscious, entrepreneurial and forward-thinking organizations.

Client samples listed below:

Swords to Plowshares - non-profit veterans service organization

Communications strategy consultation: advising communications staff to build a more effective and integrated marketing strategy focused on the build-up and follow-through of individual campaigns/events—current project: website design and re-development.

Habitat For Humanity East Bay - non-profit sustainable housing organization

Projects include: website redesign, bi-annual newsletter, event & portrait photography, banners & other collateral materials for marketing and fundraising campaigns.

OperaWorks™ - non-profit performance education organization

Guiding communications strategy, business growth, and community building using social media and an on-line, profile-based alumni association—print and web design, copy-writing, and e-news coordination and production.

DigitWhiz - math education website

Revitalized brand, identity and website design. Strategic marketing and goal-setting to build brand recognition and establish new revenue streams.

Tiba Foundation - non-profit providing community health resources in Kenya

Created cohesive visual language to accompany established brand messaging across print and web including logo, identity & collateral materials, and website re-design.

Lead Graphic Designer

Galpin Motors, North Hills, California, October 2006 - October 2008

Revitalized company brand and visual identity across multi-media platforms. Provided creative direction for all print advertising for Galpin Auto Sports, home of MTV's Pimp My Ride, as well as nine automotive franchises (Ford, Lincoln, Mercury, Mazda, Volvo, Honda, Saturn, Jaguar and Aston Martin).

Associate Director, Career Services

Art Center College of Design, Pasadena, California, November 2005 - October 2006

Cultivated and maintained internship, mentorship and employment opportunities for students with worldwide companies in the areas of graphic design, photography, illustration, industrial and product design, transportation design, fine art, and environmental design.

Principal/Dean of Admissions

STAR Prep Academy, Culver City, California, February 2004 - September 2005

Provided vision and leadership for a new private middle and high school located within the STAR ECO Station, an environmental science and wildlife rescue center. Responsibilities included brand messaging, recruitment and organization of students and teachers, creation and implementation of new curricula and innovative programming, coordination of WASC accrediting process, and development of community partnerships. Maintained budget, payroll, and other resource allocations.

Director

STAR Education Science Department, September 2003 - August 2004

Responsible for providing K-12 programming to 36 school districts throughout Southern California including after-school enrichment classes, in-school science enhancement, assemblies and mobile exhibits, summer camps, night and weekend family events, and G.A.T.E. programs. Management, planning and implementation of new curriculum system, hiring and training of teachers, creation and marketing of new programs, budget, and payroll.

EDUCATION

Master's Degree: Education

Professional Clear Teaching Credential: Art, CLAD Emphasis

Pepperdine University, July 2003

Bachelor's Degree: Visual Arts - Studio & Media

Minor: Photography

University of California, San Diego, June 2000

AWARDS

Charter School Conference Grant Recipient

University of California, Los Angeles

Graduate School of Education and Informational Studies - June 2004 and June 2005

Russell Grant Recipient

University of California, San Diego

Visual Arts Department and Professors

Photography Series: "Paintings of the 21st Century" - 1999-2000