

UNIQUE QUALITIES:

- Possess both creative and technical skills allowing me to be comfortable communicating in technical language across all levels of an organization as well simplifying technical situations for customers.
- Familiar with Instructional Design as well as preparing and leading technical training courses.
- Emotionally intelligent allowing for keen insight on human behavior for improving sales and marketing strategies or creating communications for internal human resource training situations.

QUALIFICATIONS & SKILLS:

- Leadership Experience
- Professional Communicator
- Digital Marketing & Analysis
- Web Design & Development
- DNS/Server Management
- Security Risk Assessment
- Project Management
- Dependable & Honest
- Instructional Design
- Continuous Learner
- Team Player & Problem Solver
- Self-Motivated
- Detailed & Organized
- Honest & Trustworthy
- Customer Centric

RECENT CAREER EXPERIENCE:

The Conversation Consultant – St. Louis, Missouri

5/2019 to Current

Communications & IT Consultant

I help businesses better understand how to target messages to their desired audience. This is often done by creating a more complete flow of information which results in improved engagement and an increase in sales. I often work closely with Executives, Sales Reps, Marketers, Web and Software Developers to create messages that more clearly instruct and are user-friendly. I have also supported smaller businesses on Security Risk Assessment and helped them identify a proactive end-user plan to minimize the impact of cyber-attacks. Examples of communications I have created included technical notices, white-papers, newsletters, marketing and website content, policy and procedures, press-releases, training manuals, visual aids, and video scripts.

St. Charles Community College – Cottleville, Missouri

7/2016 to Current

Adjunct Instructor / Technical Staff Advisor (part-time / as needed)

I prepare course content and taught web development, web security and digital marketing courses that required both online execution and live presentation. I educated students within state standards and school guidelines, graded assignments, advised students, prepared required reporting of grades and attendance, and advised department leaders on suggestions to be made to the program based on industry changes. I am currently on Advisory Status only but still employed by the college and called upon for back-up on courses if needed, as well serve on the Web Development and Computer Science Advisory Boards to assist in curriculum development and student job placement.

Golden Services Group, LLC - St. Louis, Missouri

2/2002 to Current

Digital Consultant & Communication Specialist

I consult with small businesses to identify the best strategy to use digital marketing to market and grow their business. I have developed custom reporting and processes to help businesses monitor and track their activity performance to determine ROI. Where able we seek to educate and offer support as needed for web design, SEO, PPC, Email Marketing, social media management and analytic reporting.

EDUCATION:

- **Bachelor of Science Information Technology** - Western Governors University (Currently Enrolled)
- **Associate in Applied Science** - Administrative Office Systems - St. Louis Community College.
- **Self-Study Training:** Google Analytics, QuickBooks, Adobe Illustrator, WordPress Web Design, eCommerce Development, Content Marketing, Dreamweaver, SEO, Podcasting, Video Production, Database Management, Newsletter Creation, Desktop Publishing, HubSpot Inbound Certified, HubSpot Sales Software Certified.