



SUMMARY

Highly qualified communications leader with over 12 years of experience in the corporate communications and marketing environment. Expertise includes internal, external, and leadership communications; digital content creation, production, and publication; employee engagement and community philanthropy; and corporate branding and marketing. Tech-savvy and well versed in a variety of communication platforms, solutions, and applications. Seeking a communications position where I can utilize my creative, analytical, and leadership abilities to keep the organization informed and drive company culture and employee engagement through a variety of effective communication strategies and channels.

PROFICIENCIES & SKILLS

- Highly collaborative and engaging approach
- A positive leader, leads by example
- Effective and efficient in both group and individual working environments
- Strong listening and communication skills (written and verbal)
- Adobe Creative Cloud: (i.e. Photoshop, Premier Pro, Lightroom, InDesign, etc.)
- Photography and Videography Production & Post-Production
- Accomplished technical ability: live streaming, pro audio, video, lighting, and event production
- Social Media platforms (LinkedIn, Facebook, YouTube, etc.)
- Hootsuite: social media management platform
- Banana Tag (Staffbase): employee communications management platform
- Signage Now: digital signage platform
- Benevity: volunteering and giving platform
- CVENT: event management and e-marketing
- Microsoft Office Suite and Mac OS
- Oracle and SAP software
- Incident Command System: ICS 100 and 200

MOST PROUD OF

A strategic committee member for distinguished employee initiatives; led all communication plans and employee engagement activities for each committee: (2019 – Current, CLOUGH)



- **Employee Community Involvement (ECI) Committee** – company volunteering and giving group
- **HERSTORY Makers** - a Women's equality and diversity group
- **Veterans Committee** – dedicated to the recognition and support of employee Veterans



Supported and delivered an effective communication campaign that helped realize Executive Vice President's 3-year plan to reduce company's barrel of oil break-even price from \$90 to \$50, accomplished from 2015 – 2018. (Statoil)



Recognized by Statoil CEO for crisis communication and humanitarian efforts during Hurricane Harvey, 2017. (Statoil)



Self-taught and developed photography and videography production capabilities, saved company over \$100,000 of production value within a 6-month period by personally producing projects in-house, 2018. (Equinor)



An effective and engaging storyteller through the production of digital content. See a sample of my work [HERE](#), or scan the QR code with your smartphone's camera app.

PROFESSIONAL EXPERIENCE

Manager, Communications & Marketing CLOUGH

October 2021 – Current

Houston, TX

- Trusted partner to North America Executive Vice President, Executive Leadership Team and other company stakeholders (i.e. Health, Safety, Sustainability & Environment (HSSE), Human Resources, Project & Operations, Information Technology and others)
- Managed, developed, and published Executive leadership communications (i.e. monthly video blog, company-wide email announcements & campaigns, town halls and other leadership communications)
- Responsible for the management, development and execution of internal and external communications and content campaigns for Clough and its North America subsidiaries, (Clough U.S.A., Clough Canada, CH-IV International, e2o Workforce Solutions)



- Managed Communications, Marketing, Advertising, Sponsorship and Events calendars for Clough and North America subsidiaries
- Responsible for the development and publication of content to social media channels (LinkedIn, Facebook, YouTube, etc.) for Clough and North America subsidiaries
- Managed and responsible for overall Communications and Marketing budget for Clough North America, including subsidiaries
- Responsible for the implementation and oversight of the Clough branding guidelines and strategy, including North America subsidiaries
- Managed sponsorships and company participation at industry conferences and exhibitions for Clough and North America subsidiaries
- Managed the production and design of marketing material, including capability documents, electronic publications, brochures, advertising, company & client presentations, and other marketing collateral

Senior Advisor, Communications & Marketing

CLOUGH

August 2019 – September 2021

Houston, TX

- Managed, developed, and published Executive leadership communications (i.e. monthly video blog, company-wide email announcements & campaigns, town halls and other leadership communications)
- Responsible for the management, development and execution of internal and external communications and content campaigns for Clough and its North America subsidiaries
- Managed Communications, Marketing, Advertising, Sponsorship and Events calendars for Clough and North America subsidiaries
- Managed the strategy, content creation, implementation, delivery, and analytics of paid advertising campaigns across industry publications, digital, and social media for Clough and North America subsidiaries
- Managed event planning and event delivery (i.e. Christmas party, staff briefings, internal events, client events, etc.)
- Managed the design and production of merchandise and branded promotional material

Senior Communications Consultant

EQUINOR (formerly STATOIL)

January 2018 – November 2018

Houston, TX

- Supported and led internal communication campaigns in areas of strategy, content creation and implementation for Executive and leadership communications
- Communications lead for internal safety culture initiative: worked efficiently across business units in collaboration with Safety and Sustainability team to help realize safety culture step change through strategic communications
- Supported Corporate name change project across all North America office locations by developing and implementing employee communications strategy, promotional materials, and employee events to launch and promote new company name
- Developed and published content across a variety of communications channels, including: Corporate intranet articles, Yammer stories and posts, digital information screens, internal email campaigns, infographics, video messages, and others
- Project lead for corporate internal and external flagship events; managed aggregate project budgets of \$1,500,000.00
- Provided communications support to Human Resources team during 3 different company re-organizations, a trusted partner with highly sensitive information
- Created and led internal employee engagement communications and events

Communications Consultant

STATOIL

September 2014 – December 2017

Houston, TX

- Supported internal communication initiatives, including Executive and Leadership communications

(Page 2)

REFERENCES AVAILABLE AT POINT OF CONTACT



- Developed and published content across various communications channels, including: Executive and Leadership emails, Intranet, Yammer, Corporate information screens, and others
- Supported corporate flagship events, tradeshow and sponsorships
- Supported and launched an employee volunteering and giving program across U.S. office locations, including an online volunteering and giving portal
- Sourced software and managed deployment of company digital information screen system; created content for all U.S. office locations
- Sourced, managed and implemented a new online ordering portal for U.S. corporate branded promotional apparel and products

Contractor - Communications/Project Coordinator

STATOIL

June 2012 – September 2014

Houston, TX

- Project Coordinator for flagship Corporate events and sponsorships including: BP MS 150, Houston Livestock Show and Rodeo, Houston Dynamo, OTC industry night, Corporate Executive summits, Corporate trade shows, town halls, and others
- Provided project support to team specialists in the areas of marketing and Corporate branding, event management and editorial publishing
- Managed first line support within Service Management ticket system for communications team; coordinated service requests within team
- Administered SAP workflows and invoices, created and entered requisitions on behalf of team
- Managed and fulfilled U.S. promotional store orders

Marketing Director

CARABIN SHAW (Fee Attorneys for Mission Title)

May 2010 – February 2012

San Antonio, TX

- Designed and delivered print and electronic media to Real Estate agents and offices
- Organized and led meetings and events with current and potential agents to discuss services and benefits Carabin Shaw offers
- Served as liaison between Carabin Shaw's legal team and Mission Title's closing team throughout all stages of closing process

Professional DJ, Owner & Founder

THE DJ MANN - Professional DJ Entertainment

Spring 2000 – Present

Houston, TX

- Founded and manage a professional DJ company
- Lead all aspects of company, including operations, marketing, and sales
- Comprehensive knowledge of professional audio, professional lighting, and audio/visual production

EDUCATION

The University of Texas, San Antonio

Bachelor of Business Administration in Management

Graduated: Summer 2011

VOLUNTEERING

- Led and participated in volunteering opportunities with the **Houston Food Bank** (2015 - Current)
- Led and participated in volunteering opportunities with **Camp Hope PTSD Foundation** (2020 - 2022)
- Led and participated in a company volunteering effort with **Trees for Houston** (2021)
- Led and participated in a company volunteering effort with the **Pasadena Food Bank** (2021)
- Participated in employee relief efforts during **Hurricane Harvey**: a member of an employee response team which helped gut out houses of affected employees (2017)
- Participated in a corporate home build with **Habitat for Humanity** (2016)
- **Junior Achievement** - presented business and economic topics to elementary school students (2009)
- Worked in association with **Best Buddies Texas** (2004, 2005)
- Worked in association with **Peer Assistants and Leadership (PALS)** (2004, 2005)