



EXECUTIVE SUMMARY

Marketing and communications professional with extensive experience leading cross-functional projects in design, branding, digital media, and public outreach. Adept at collaborating with executives, internal teams, and external partners to deliver clear, consistent messaging. Proven track record of aligning print, web, and social strategies to organizational goals—enhancing transparency, public trust, and brand impact. Combines creative vision with operational discipline in fast-paced, goal-oriented environments.

PROFESSIONAL EXPERIENCE

Media Specialist

Harris County Flood Control District – Houston, TX | 10/2022 – Present

- Lead marketing, branding, and communications initiatives to build public trust and promote organizational transparency.
- Coordinate with leadership, internal departments, and vendors to execute design, web, and social media projects.
- Develop presentations, reports, and outreach materials, ensuring adherence to brand standards.
- Implement communication strategies that emphasize accuracy, clarity, and alignment with organizational values.

Account Executive – Inside Sales

SanMar – Houston, TX | 03/2021 – 10/2022

- Managed a portfolio of customers, building long-term relationships and serving as a trusted product and campaign advisor.
- Provided consultative guidance on product selection and marketing strategies to boost customer engagement.
- Executed sales and service initiatives aligned with company values, driving customer retention and growth.

Brand Management Consultant – Outside Sales

BMP – Houston, TX | 03/2019 – 03/2020

- Developed targeted marketing strategies for municipalities, universities, and state agencies.
- Oversaw design, communications, and branding initiatives to ensure consistent corporate identity.
- Managed proposals and RFPs for competitive contracts, ensuring compliance and timely delivery.

Sales Associate / Art Director

Sunline Products – Houston, TX | 01/2015 – 03/2019

- Designed marketing collateral, presentations, and web assets in line with brand guidelines.
- Negotiated vendor contracts and managed timelines for product delivery.
- Produced video and print materials using Adobe Creative Suite; administered RFP processes for public sector contracts.



Multimedia Coordinator

Blue Jungle Marketing – Houston, TX | 02/2010 – 01/2015

- Created marketing strategies to strengthen brand identity for small businesses.
 - Managed web development, SEO/SEM campaigns, and large-format printing operations, increasing profitability by 25%.
 - Designed brochures, flyers, and other collateral using Adobe Creative Suite.
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EDUCATION

Bachelor of Science, Business Management – University of Phoenix, Houston, TX (2009)

Associate, Visual Communications / Graphic Design – Art Institute of Houston (1994)

CORE COMPETENCIES

Strategic Communications | Project Coordination | Stakeholder Engagement | Branding & Marketing | Public Relations | Vendor & RFP Management | Content Development | Digital Strategy | UI/UX Design | Event Planning | Web Development (HTML, CSS, PHP, JavaScript, WordPress) | Adobe Creative Suite | Google Analytics & Ad Manager | Salesforce | Microsoft Office

AWARDS & AFFILIATIONS

- Paul Harris Fellow Award, Sugar Land Rotary (Marketing, Web Development, Graphic Design)
 - Promotional Products Association International (PPAI)
 - Advertising Specialty Institute® (ASI)
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CERTIFICATIONS

- PMP Certification — Udemy
- Fundamentals of Digital Marketing — IAB
- Advanced Google Analytics — Google