

Professional Information

I thrive at the intersection of strategy, creativity, and technology, using innovative tools to optimize campaigns, engage diverse audiences, and inspire action. My passion is driving impact through compelling storytelling and digital innovation.

Professional Experience

Digital Marketing Manager

United Way of Central Alabama, 2023 - present

Oversee digital strategy, content creation, and multi-channel marketing to enhance brand visibility, donor engagement, and community impact for one of Alabama's largest and most influential nonprofit organizations.

Director of Marketing & Communications

Cahaba River Society, 2016 - 2023

Led strategic marketing, digital communications, and public engagement efforts to increase awareness, strengthen partnerships, and drive community action in support of the Cahaba River, one of the most biologically diverse waterways in the world.

Marketing Coordinator

Alden Systems, 2016 - 2017

Created and managed B2B digital marketing content, including blogs, white papers, and email campaigns, to support inbound lead generation for a pioneering SaaS company specializing in infrastructure and asset management solutions.

Director of Marketing

Greater Birmingham Humane Society, 2015 - 2016

Developed and executed marketing strategies to elevate public awareness, increase community engagement, and support fundraising for Alabama's oldest and longest-standing humane society, recognized nationally as a center of excellence in animal sheltering.

Development & Communications Coordinator

Alabama Rivers Alliance, 2007 - 2015

Managed web and print communications, branding, and public outreach initiatives to build community partnerships and advocate for the protection of Alabama's rivers as a statewide coalition dedicated to conserving and protecting Alabama's waterways.

Specialties

Digital Marketing:

Strategy, analytics, and campaign optimization

Content Strategy & Creation:

Web, blog, social media, email, and multimedia content

Email Marketing:

Automation, A/B testing, segmentation (MailChimp, HubSpot, Vertical Response)

Social Media Marketing:

Management, paid advertising, engagement strategy (Sprout Social, Meta Business Suite)

SEO & Web Analytics:

Google Analytics, keyword strategy, and performance reporting

Editing & Proofreading:

AP Style, Chicago Manual, and technical documentation

Graphic & Web Design:

Branding, layout design, UX/UI principles

Event Planning & Promotion:

Digital and in-person event marketing

Nonprofit Development:

Fundraising campaigns, donor engagement, grant writing & review

Database & CRM Management:

Donor & customer relations, campaign tracking

Software

Design:

Adobe Creative Suite, Canva

CRM & Email Marketing:

HubSpot, Salesforce, MailChimp, Vertical Response

Web & Content Management: WordPress, Wix, HubSpot CMS, Plone, Tyfoon

Data & Analytics: Google Analytics, Sprout Social, ebase

Education

MA, English Composition and Rhetoric
University of Alabama at Birmingham

BA, English, Philosophy Minor
University of Montevallo