



PROFESSIONAL SUMMARY

Vision-driven change agent with robust record of project development, community engagement, and philanthropy management success for leading organizations

An inventive, meticulous, and driven social impact strategist with a proven talent for aligning organizational strategy and objectives with established community outreach and event management paradigms to achieve maximum operational impacts with minimum resource expenditures. Impact-focused thought leader with a wealth of experience spanning corporate social responsibility, public relations, marketing, coalition building, project development and management, community empowerment, philanthropic advising, and more. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as expertise in budget management, metrics and reporting, and management of diverse stakeholders across non-profit, for-profit, and NGO settings.

CORE COMPETENCIES

- Public Relations
- Partnership Building
- Community Empowerment
- Philanthropy
- Project Management
- Marketing
- Data Management
- Visual Content Creation
- Corporate Social Responsibility

PROFESSIONAL EXPERIENCE

ANNE CAROLINE, INC., REMOTE/WEST PALM BEACH, FLORIDA, OCTOBER 2015 TO PRESENT

CONTRACTOR

- Conceptualize, design, and implement Community Outreach, PR, Event Management and Corporate Social Responsibility solutions for an array of non-profit and for-profit events and organizations.
- **The Great Charity Challenge:** serve as Executive Director for a non-profit event which donates over \$1 million per year to local non-profit organizations; plan and lead fundraising efforts (total funds raised to date: \$15.9 million); engage sponsors and nonprofits to coordinate event; conduct extensive charity vetting (including a comprehensive analysis of financials, populations served, efficiency of programs, sustainability, etc.); spearhead grant writing, public relations efforts, marketing and event execution; multifaceted planning, marketing, and community outreach approach has secured maximum attendance capacity at event (6,000 people).
- Liaise with non-profits and community organizations as **Community Relations Point of Contact** to synchronize efforts during COVID-19 response; researched and produced [Palm Beach County's Emergency Giving Guide](#).
- Pilot the planning, organization, and ongoing management of for-profit and non-profit events for a diverse set of clients, including Central Park Horse Show (NY), JustWorld International, Danny & Ron's Rescue, and Equestrian Sport Productions.
- Oversee and guide full lifecycle for contracted events from concept to on-site execution including: marketing strategy, PR, fundraising, sales, setup, event management, VIP and sponsor relations, team management, and administrative support.
- Forecast and anticipate potential logistical issues and formulate contingency plans to ensure smooth delivery of events.
- Devise and articulate full Corporate Social Responsibility and PR plans, partnering with businesses to oversee execution of community outreach plans and public-private partnerships.

EQUESTRIAN SPORT PRODUCTIONS, WELLINGTON, FLORIDA, OCTOBER 2011 TO OCTOBER 2015

DIRECTOR OF COMMUNITY ENGAGEMENT, VIP SALES AND EVENTS COORDINATOR

- Charted successful course of development and creation of community outreach programs involving thousands of students in local schools.
- Organized and facilitated public presentations to groups and sponsors to amplify company reach and reputation.
- Expanded community awareness and interest in events through the creation and implementation of marketing plans for specific initiatives and advertising.
- Presided over Special Events management, VIP Sales (\$5+ million/year) and VIP Relations.
- Compiled and rewrote legal documents, performed business analysis of specific initiatives, and produced year-end reports, with an emphasis on distilling insights and issuing practical suggestions for future initiatives.
- Assumed posting of Executive Director of the Great Charity Challenge in 2011 (see above); grew fundraising efforts from \$500,000/year to \$1.5 million/year.

JPC EQUESTRIAN, EAST COAST, USA, JUNE 2010 TO OCTOBER 2011

INDEPENDENT NATIONAL SALES REPRESENTATIVE

- Deployed comprehensive support and assistance with expansion, development, sales, public relations and establishing new clientele for equestrian brands.
- Cultivated strategic relationships with clientele and managed a territory including 8 states with over 150 wholesale clients.
- Attended international equestrian events and trade shows, traveling extensively throughout the region to pursue business and networking opportunities.
- Propelled sales growth by 40% and orders by 70% in territory (within 6 months).

EDUCATION AND CREDENTIALS

MASTERS IN INTERNATIONAL LAW AND DIPLOMACY, 2018

*Lancaster University, Lancashire, United Kingdom
Graduated with Merit*

BACHELORS IN INTERNATIONAL BUSINESS, 2009

St. Petersburg College, St. Petersburg, Florida

ADDITIONAL CERTIFICATIONS

- Strategic Social Media Marketing (Boston University, 2020)
- Human Trafficking Training via FIRST (2020)
- Social Work Practice: Advocating Social Justice and Change (University of Michigan, 2020)
- Results-Based Project Management: Monitoring and Evaluation (University of Witwatersrand, 2020)
- International Organizational Management (Université de Genève, 2018)
- Human Right Defenders Certification (Amnesty International, 2018)
- Advanced Summer School in Humanitarian Protection (University of Deusto, 2017)
- United Nations Intensive Summer Study Program (Setton Hall University, 2017)
- Humanitarian Communication Certification (University of Geneva, 2017)
- Human Rights for Open Societies Certification (Utrecht University, 2016)
- Global Diplomacy Certification (SOAS University of London, 2016)
- Non-Profit Management Certification (NY University, 2016)
- Event Project Management Certification (University of S. Florida, 2012)

AWARDS AND HONORS

- Community Spirit Award Recipient, presented by the Palm Beach County Non-Profit Chamber (2020)
- Rotary Peace Prize Recipient, presented by the Wellington Rotary Club (2021)

PROFESSIONAL AFFILIATIONS

- Member of the Citizen Advisory Committee for Health and Human Services, Palm Beach County, FL

ADDITIONAL INFORMATION

Languages: English (fluent), French (fluent), Spanish (elementary)

Technical Proficiencies: Microsoft Office Suite, QuickBooks, Internet Explorer, WordPress, Social Media (Facebook, Twitter, Instagram), CRMs

Interests: Equestrian sports, hiking, reading and sustainable living.