

Over 13 years of experience in corporate and event marketing, staff management, event and project planning, marketing and promotions, hospitality, and customer service

EXPERIENTIAL MARKETING EXPERIENCE

- Tour Manager** ProMotion, Inc. California Fall 2017
Co-managed the NBA “Larry O’Brien Trophy Tour” tour for 3-weeks across Sacramento / Bay Area of California
- Tour Manager** Highline Entertainment Nationwide Spring 2017
Co-managed the Chaco Footwear “Traveling Taquería” tour for 11-weeks, traversing over 10,000 miles
- Tour Manager** ProMotion, Inc. Nationwide Fall 2016
Co-managed the Invacare “Rockin Roll Out” tour for 13-weeks across 12 states in the West Coast and Mid-West
- Tour Manager** LeadDog Marketing Nationwide 2014 – 2015
Co-managed the Nationwide REI “Member Village” tour for 18-weeks in 2014 and 32-weeks in 2015
- Tour Manager** ProMotion, Inc Nationwide Spring 2014
Co-managed the Fiskars’ “Discover the Difference” tour for 12-weeks across 12 states
- Tour Manager** On Board (OBEXP) West Coast 2013
Co-managed the West Coast “Mrs. Meyer’s Garden Fresh Tour” for an 8-month grassroots promotion
- Tour Manager** Havas Impact Nationwide Fall 2012
Co-managed a nationwide, high-profile “CNN Presidential Debate Tour” for a 10-week promotion
- Tour Manager** ProMotion, Inc Nationwide Spring 2012
Co-managed Walmart & Sony’s largest nationwide promotion: “The Amazing Spiderman: Secrets Unmasked Tour”

Local Promotions

- A+ Staffing Supervised Donations at Music Event November 2017
- A+ Staffing Supervised Merchandise Table during Festivals September 2017
- Event Pro Strategies Team Lead: Subway Surveys February 2013
- AmeriVent Supervisor: “Big Dever BBQ” August 2012
- Extreme Marketing Brand Ambassador: “Lego Kids Fest” April 2012

MARKETING EXPERIENCE

- Business Owner** Jelly GoNuts / GoNuts Marketing 2013 – present
Co-owner of a boutique marketing and promotions company that works with small businesses.
- Regional Marketing Director** Standard Renewable Energy 2007 – 2010
Helped build a start-up solar energy business in Boulder, CO, which expanded into 7 markets with 250+ employees

MANAGEMENT EXPERIENCE

- Hotel Manager** Casa del Sol (Montañita, Ecuador) 2010 – 2011
Fully managed staff and operations of a 16-room beachfront hotel on the coast of Ecuador, featuring a yoga studio and surf camp
- Restaurant/Bar Manager** Iguana Bar (La Ceiba, Honduras) 2010
Successfully opened and managed a beachfront restaurant and hotel that served the neighborhood tourist population
- Restaurant Manager** Mountain Sun Brewery (Boulder, CO) 2004 – 2007
Managed staff and operations of one of the busiest restaurants on Pearl Street (Boulder’s shopping district)

SKILLS & EXPERIENCES

- Ability to activate highly technical and interactive footprints in a variety of settings and situations
- Competent managing teams of Brand Ambassadors, Lead Ambassadors and Production Assistants (from 2 to 20 staff)
- Comfortable driving a variety of vehicles, including cargo vans, pickup trucks and trailers (up to 30-feet in length)
- Experienced with maintaining **DOT log books** and adhering to DOT regulations across state and country lines
- Knowledgeable with coordinating multi-media PR events, and comfortable being on-air spokesperson
- Aptitude for writing articles and blogs, as well as content development for web design
- **Proficient with promotional design** using Adobe Creative Suites (Illustrator, Photoshop and InDesign)
- Extensive knowledge of how to successfully use Social Media outlets to promote businesses
- Comfortable speaking and comprehending basic Spanish