

## PROFESSIONAL EXPERIENCE

### **Self-Employed | Startup Operations, HR, and Marketing Consultant | AUG 2014 - Present**

- Consulting for Marketing, Project Management, Event Coordination, Office Management, Executive Support, HR, and Client Success. Clients include the following:

#### **Search and Convert | JULY 2018 - Present | Marketing Contractor**

- Managing SEM, SEO, Google Search Ads, Call-Only Ads, and Display Ads for clients across many industries.
- Content Management: Deadlines, content creation, editing, and posting.

#### **Meowtel.com | APR 2018 - JUNE 2018 | Marketing Manager - Content Marketing & Client Success**

- Managed all social media on Facebook, Twitter, and Instagram, including targeted ads and coupon codes.
- Developed newsletters and managed outsourced blog writers. Ensured that each post was optimized for SEO.
- Onboarded new clients and cat-sitters in a multi-step, high-touch process which included background checks.

#### **Blackstone Launchpad at UT Austin | NOV 2017- APR 2018 | Program Coordinator**

- Provided critical stability during leadership and program structure changes.
- Managed five student fellows, mentored UT students in entrepreneurship, ideated and executed events to drive traffic to our office, and started a recurring entrepreneurs workshop for women (WeStart Women).
- Overhauled entire social media strategy across Facebook, Twitter, Instagram, and a weekly newsletter, raising our prominence to the top of all other Blackstone chapters. Also learned basic Drupal to manage the website.
- Coordinated a sponsorship of Entrepreneurship Week, BIWOC week, and the UTLEA Startup Job Fair.
- Created an automated appointment tracking system for students to book time with mentors, as well as a tracking process to improve visibility of student engagement metrics.

#### **KHRG (now Kastner Gravelle LLP) | JUN 2016 – FEB 2017**

- Invoicing, client records, onboarding, supplies, IT, repairs, event coordination, travel, and corporate gifts.
- Project managed the opening of a second boutique legal office in Dallas.

#### **Kandid.ly | MAY 2016 – AUG 2016**

- Planned and executed marketing campaigns with no marketing budget, that more than tripled engagement on Twitter, Instagram, and Facebook, and increased photographer bookings.
- Developed scripts for Community Management and Customer Success teams based on hands-on community and customer interactions. Also created and maintained the website, FAQ, and social media content.

### **Office Manager | Techstars in Austin | JUL 2015 – FEB 2018**

- Office management, including bookkeeping, renting coworking desks and event space, hosting Meetups, and managing facilities, maintenance, and office-wide communication channels.
- Event operations, including venues, A/V, catering, furniture, linens, space planning logistics, badge creation, swag, volunteer recruitment and management for Techstars Demo Day (500+ attendees annually)
- Scheduled all transportation, lodging, meals, and entertainment for overnight retreats for 40+ accelerator program participants, investors, and staff.
- Mentored the founders and teams accepted into the accelerator on entrepreneurship, marketing, operations, culture, human resources, the Austin tech ecosystem, and more.
- Assisted companies with purchasing (promotional items, furniture, software, and hardware), HR, data entry, content generation, copy editing, IT, as well as office space and housing locating.
- Project managed the closure of the old office and the opening of the new office, which consisted of shutting down all services, selling furniture, moving things to storage, finding a new venue, planning the space, setting up new services, purchasing and installing new furniture, and moving everything else in.

## **Office Manager / HR / Purchasing | Infochimps (acquired by CSC, now DXC) | OCT 2010 – SEP 2014**

- Managed scheduling, time sheets, expenses, email, and Salesforce data entry for C-level and management team; and booked all travel and rental cars for employees and job candidates.
- Supported Marketing with white papers, social media, website, newsletters, convention coordination, and swag.
- Assisted with payroll, accounts receivable, accounts payable, due diligence acquisitions and other accounting tasks.
- Created official internal and external communications including time-off requests and notifications, birthdays and company anniversaries, various documents, and an internal wiki.
- Attended recruiting events, conducted resume and phone screens on all job applicants, onboarded new employees, created severance packages, kept up with all regulations, and performed audits.
- Managed benefits, multi-state employee reporting, and all records by hand, before transitioning the company to the ADP HRIS system, and then managed the transition from ADP to CSC's HRIS system.
- Event coordination for up to 200 people for sales trainings, culture events, executive retreats, holiday parties, and setting up and working booths at community events.
- Project managed the move into an unfinished office space as well as its partial buildout, including IT, appliances, walls, lighting, HVAC, noise reduction, security, and cleaning services.
- Purchased the phone system, furniture, appliances, hardware, software, building contractors, cleaning services, office supplies, perks, promotional items, and signage.
- Greeted visitors, answered phones and emails, and kept inventory of physical and digital assets and supplies.

## **EDUCATION & PROFESSIONAL ORGANIZATIONS**

- **Bachelor of Arts – Psychology and Philosophy** – University of Texas at Austin
- **A.A.S. Metals and Jewelry Technology** – Austin Community College
- **AHRMA** (Austin Human Resource Management Association) – Member
- **SHRM** (Society of Human Resources Management) – Member
- **Texas Notary Public** (expires January 2019)

## **TECHNICAL SKILLS**

- **Productivity:** Microsoft Office, Google Apps, Apple Pages, Numbers, Keynote
- **Project Management:** Trello, Asana, JIRA, Hipchat, Slack, Google Hangouts
- **Marketing & Sales:** Google Ads, Google Analytics, Mailchimp, Hootsuite, Tweetdeck, Buffer, Salesforce, Canva, Hubspot, LinkedIn Inmail, Facebook Ads
- **Social Media & Blogs:** Medium, Wordpress, Facebook Pages & Groups, Twitter, Instagram, Snapchat.
- **Website Development:** Wordpress, Squarespace, Wix, Basic HTML/CSS, Basic Drupal
- **HR:** Insperity, ADP, Employer Advantage, BeenVerified