

Strategic marketing and communications professional with a unique ability to leverage consumer insights to craft compelling, brand-aligned messaging that resonates on a personal level. Proven track record of leading and executing content marketing strategies that drive brand awareness, foster consumer loyalty, and deliver measurable results. Versatile background spanning marketing, internal and external communications, content strategy, media relations, web content management, project coordination, event planning, graphic design, and multi-format writing.

CORE STRENGTHS

- Integrated Marketing & Communications
- Strategic & Tactical Planning
- Brand Development & Positioning
- Content Strategy & Messaging Development
- Corporate Communications
- Market Research & Competitive Analysis
- Digital, Mobile & Social Media Marketing
- Web Design, SEO, Usability & Content Management
- Budget Management & Accountability

PROFESSIONAL EXPERIENCE

University of Mary Hardin-Baylor | Director of Content Development | 2017 – Present

Content strategist / brand storyteller, planning and executing full-cycle development of captivating, on-brand content, ensuring brand cohesion and meaningful user experience.

- Lead creation and execution of dynamic content strategy for print and online content.
- Discover, coordinate, execute impactful content for use in publications, website, socials and other appropriate mediums and channels, using SEO best practices when appropriate.
- Collaborate with executive and departmental teams to align communications with organizational goals and to support unique customer experiences and journeys.
- Perform competitive research and analytics to formulate tactics to expand reach and engagement with key audiences.
- Manage team of contributing writers, designers and freelancers.

Baylor Scott & White Health, Temple, TX | Marketing & Service Line Associate Director | 2007 – 2017

Led marketing/communication strategies for 10+ service lines for Central Texas Division (consisting of more than 150 hospitals and clinics in a 30,000-square-mile service area. Baylor Scott & White Health is the largest non-profit healthcare system in Texas.

- Translated consumer insights and business goals to create data-driven marketing tactics tailored to market conditions and consumer needs.
- Launched numerous division-wide, integrated marketing/communications campaigns, pairing traditional advertising and public relations efforts with the latest digital and social media.

- Supervised development of all marketing materials and campaign tactics, including social media, web landing pages, TV, video, radio, print, out-of-home, direct mail, blogs, digital ads, and email.
- Created online growth strategies to engage and build social media support. (Example: Increased the new children's hospital Facebook followers to more than 10,000 in one year.)
- Managed a targeted digital campaign that increased traffic to the women's health landing page by 1800% in two months.
- Simultaneously managed five priority service line marketing budgets (each ranging from \$150,000 to \$1 million), while managing minor service line budgets, each ranging from \$25,000 to \$150,000.
- Implemented a successful sales marketing liaison program in two markets (Waco and Temple) for the Sports Medicine department, overseeing hiring, training, and strategy.
- Planned and promoted openings of more than 25 new facilities, including a children's hospital, a five-story multispecialty clinic, numerous primary care and specialty clinics, urgent care facilities, and pharmacies throughout the Central Texas division. Planned and executed logistics for all groundbreakings, community open houses, and private events.
- Led marketing strategy for announcing a multi-million-dollar expansion of the cancer center in College Station. This center exceeded patient goals in the first month-plus of opening.
- Directed marketing and communication strategies to open the new children's hospital and its five-story multispecialty clinic. After unexpectedly facing a massive budget cut, employed "guerrilla" marketing strategies for grand opening and media events that garnered statewide media attention and a turnout of more than 1,000 consumers. Exceeded patient goals during first 3+ years of operation.
- Coordinated and led multi-disciplinary "synergy" sessions with key stakeholders to provide input for two-year marketing strategies for each priority service line.
- Supervised creation and maintenance of new children's hospital website, social media platforms, blog, and newsletters.
- Employed strategy for marketing the children's service line name change (from Scott & White Pediatrics) to Baylor Scott & White—McLane Children's Hospital.
- Successfully merged the children's hospital and nine (independently operated) pediatric clinics (in seven markets) under one brand.
- Planned content for publications, including a division-wide magazine mailed to 120,000 consumers, a high-end donor-audience magazine, and multiple newsletters to consumer and physician audiences.
- Directed contributing writers and edited content for website, newsletters, magazines, blogs, etc.
- Guided agencies on all marketing, branding, digital and traditional media, and service/product launches.
- Monitored ongoing social media and digital SEO and SMO analytics to improve engagement, results, and ROI.
- Conducted online and in-person focus groups, townhalls, and surveys when entering new markets and prior to launching large campaigns or logo rollouts.
- Helped promote launch of new division-wide online patient health portal, which exceeded 50k enrollments in six months.
- Supervised graphic designers, media placement firms, contract writers, videographers, etc.
- Established relationships and collaborated effectively with all levels of internal and external stakeholders, including administration, staff, community leaders, and consumers.

AdventHealth Central Texas | Marketing and Communications Coordinator | 1999 – 2007

Developed and executed internal and external communication strategies for two hospitals and 12+ specialty services and clinics in Killeen and Lampasas markets.

- Led the execution of comprehensive marketing and communication strategies across traditional advertising, direct mail, newsletters, internal messaging, web content, promotional items, special events, and trade shows.
- Supervised and mentored a creative team including graphic designers, interns, and volunteers to ensure timely and high-quality project delivery.
- Designed and produced compelling marketing collateral for both internal and external audiences, including brochures, physician outreach, and capital campaign materials.
- Managed the production of the employee newsletter—handling all aspects from concept and copywriting to photography, design, and printing.
- Oversaw printing procurement and vendor relationships, including contracted designers and media placement agencies.
- Developed and executed a high-impact campaign to promote a multi-million-dollar facility expansion, producing all supporting materials for Foundation fundraising efforts and the annual Gold Star Gala.
- Served as the primary media liaison for the health system, cultivating strong relationships with editorial and advertising contacts in the regional press.
- Directed on-site media relations during high-pressure situations, including crisis management during a hospital shooting.
- Generated favorable media coverage through strategic planning of news and photo opportunities.
- Managed the design, content strategy, and day-to-day maintenance of the hospital's website.
- Delivered engaging new-employee orientation presentations, reinforcing company culture and values.
- Represented the hospital at local Chamber of Commerce events in Killeen and Copperas Cove, and served on multiple boards, including the Central Texas-American Advertising Federation and the American Cancer Society—Central Texas Division.
- Represented the organization at trade shows and business showcases, strengthening brand visibility and community engagement.
- Planned and executed internal and external events, including employee engagement initiatives like Gallup staff surveys and special promotional campaigns.

EDUCATION

MBA in Marketing, University of Phoenix

BA in Journalism with Communications Minor, Angelo State University

TECH & TOOLKIT

CMS Platforms (WordPress, Craft, Kentico) · Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro) · SEO & Analytic tools (Google Analytics, Semrush, Ahrefs, HubSpot) · CRM Platforms (Salesforce, Jenzabar, Follow-Up Boss) Microsoft Office · Project Management Software (Basecamp, Trello, Monday)