

Research and communication leader who turns complex survey data and economic signals into clear, credible communication. A decade-plus placing executives on national television and translating Fortune 500 cross-industry research into the indicators media, executives, and decision-makers rely on — grounded in survey operations, media relations, creative design, and cross-functional project leadership.

+60%

REVENUE VERTICAL BUILT

~90%

U.S. ECONOMY · SERVICES
PMI®

13

DIRECT REPORTS LED

3

COUNTRIES STUDIED

01 Experience

Institute for Supply Management · Tempe, AZ

2015 — PRESENT

Manager, Research & Analytics **+60% REVENUE**

- Own media placement for the organization's monthly economic releases — book, brief, and prepare committee chairs and senior leaders for appearances across national TV, radio, and print.
- Built and launched a new data vertical that grew overall company revenue by **60%**.
- Author press releases and lead crisis communication for nationally watched economic releases; serve as company spokesperson and MC at the annual conference.
- Designed a social-media strategy that measurably strengthened the brand, supported by custom dashboards tracking product reach and engagement; lead creative direction for release-tied marketing content.

Institute for Supply Management · Tempe, AZ

2014 — 2015

Analyst, Senior Associate · Media Relations **+1 FTE CAPACITY**

- Coordinated executive briefings with the **White House** and the **Federal Reserve Chair** on use of the organization's economic indicators; delivered large-audience webinars and presentations.
- Designed, coded, and released online surveys and mass-email communication; built tracking systems with databases, spreadsheets, and macros.
- Automated manual workflows, adding the equivalent of **one full-time employee** in team capacity; authored templates, process maps, and user guides.

CAPS Research · with Arizona State University & the W. P. Carey School of Business

2011 — 2013

Research Specialist **+35% REPORTS**

- Collected cross-industry statistical data through online surveys to publish benchmarking metric and summary reports; designed, coded, and released the web surveys and email communication.
- Increased the number of published benchmarking reports by **35%**, exceeding team goals.

Ticketmaster Ltd. · London, UK

2009 — 2010

Supervisor · Client Support & Ticket Centres

- Managed the client-support team and the UK-wide ticket-centre retail network; owned retail marketing strategy, promotional and point-of-sale materials, and first-line technical support across several ecommerce projects.
- Monitored and reported on team performance, security, and service quality for corporate clients, theatres, venues, and promoters.

01 Experience, continued

Freelance — Film, Video & New Media · London, UK & Roskilde, DK

2007 — 2010

Multimedia Editor · Camera · Video EU PROJECTS

- Produced and directed web video across EU projects during graduate study — Graduate Multimedia Editor at the Institute of Education, providing interim strategic guidance to the CoMundus Steering Committee and coordinating camera and content on the EU CivicWeb project.
- Lead videographer on a nine-month Net Neutrality strategic-communication project at Roskilde University.

Highgate Cemetery · London, UK

2008 — 2009

Support Volunteer · Sales & Publications EST. 1839

- Optimized online copy and web communication and built a site aligned to new management's vision, strengthening the historic landmark's digital presence.

DHL Express · Scottsdale, AZ

2006 — 2007

Supervisor, Data Management Team · eCommerce 13 REPORTS

- Led a 13-person eCommerce data-management team end-to-end — interviewing, hiring, training, and evaluating.
- Designed and maintained intranet and corporate-web properties, authored technical documentation, and trained non-technical staff.

Nuevo Día Communication Conference · Arizona State University

2005 — 2006

Editor & Research Assistant

- Designed a recruiting brochure later adopted by the Chair of the Hugh Downs School of Communication as the template for the entire department.

02 Education

MA, Media, Communication & Cultural Studies

2007 — 2009

University of London — London, United Kingdom

CoMundus European Master's Diploma ERASMUS MUNDUS

2007 — 2008

Roskilde University — Roskilde, Denmark

BA, Communication CUM LAUDE

2003 — 2006

Arizona State University — Tempe, Arizona

03 Capabilities

RESEARCH & ANALYTICS

Survey design & operations · Cross-industry data collection
· Benchmarking · Data quality & QA · Dashboards & reporting
· Advanced Excel (macros)

PROJECT & TEAM LEADERSHIP

Project management · Process documentation & user guides
· Workflow automation · Cross-functional & remote team leadership

COMMUNICATION & MEDIA

Executive media placement · Spokesperson prep · Press releases · Crisis communication · Webinars & executive presentations · Social-media strategy

DESIGN & WEB

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects) · CMS (Drupal, Joomla) · Web & ecommerce content