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*Internet Marketing • Publishing • Social Media • Writing • Branding • Design
Advertising • Public Relations • Media Sponsorship • Special Events Marketing
Collateral Development • Communications*

Owner of Creative Ideas by MWP, Orlando, FL • 2002 to Present

Current clients include:

Virtual Marketing Specialist, Worldwide101. Provides marketing support virtually to clients around the world.

Worldwide101 helps match small to mid-size businesses to professionals with unique skill sets that carry out a variety of tasks. Personal projects include social media, branding, marketing, research, and writing. 2016 to present

Social Media Evaluator and Crowdsourcing, Independent Consultant for Appen. Review and rate social media content using web application to support the measurement of data relevance. Evaluate social media results according to detailed criteria. Utilizes the Internet to help researchers collect data used in projects ranging from audio transcription to user experience and content evaluation. 2016 to present

Past clients include:

Publisher of MD NEWS, Palm Beaches Edition. Circulated bi-monthly to over 5,200 doctors in Palm Beach, St. Lucie and Martin counties in South Florida. Managed the overall design of publication including interviews, writers, and photographers. Raised over \$10,000 in revenue. Contracted by True North Custom Publishing, 2009 to 2011

Publisher of Doctor of Dentistry, East Florida Edition, reaching 3,000 dentists from Jacksonville to the Palm Beaches. Contracted by Sunshine Media, 2007 to 2008

Marketing Consultant/Designer - Developed collateral materials promoting generic and brand dermatological products targeting pharmacists and doctors. Also, hired to run the department while the director was on maternity leave. Traveled from Orlando to Atlanta. Contracted with Glades Pharmaceuticals and Stiefel Laboratories from 2002 – 2005

Marketing Communications Manager of Glades Pharmaceuticals, Suwanee, GA - 1999 to 2002

Marketing Coordinator for Asheville Parks and Recreation, Asheville, NC - 1998 to 1999

Marketing Coordinator of the American Welding Society, Miami, FL - 1996 to 1998

Marketing Coordinator for SIRS, Inc. Boca Raton, FL - 1994 to 1996

Education, Accomplishments, and Affiliations

- Master of Science in Internet Marketing, Full Sail University, October 2015; B.A. in Mass Communications, University of North Carolina at Asheville, 1993
- Knowledge of Macintosh and Windows platforms using Adobe Creative Design and Microsoft Office
- Social Media Knowledge: Facebook, Twitter, Wordpress, Hootsuite, LinkedIn, Instagram and Tumblr
- Course Director's Award in Strategic Internet Public Relations from Full Sail University, October 2015; American Welding Society's Associate of Note Award, August 1996; SIRS Employee of the Month 1995
- Volunteer – Alumni of Alpha Xi Delta Sorority; AAU East Orlando Junior Predators, Marketing Committee 2014, Team Manager 2013; University Cougars Pop Warner Football, Secretary, Team Manager, 2009-12