

Marketing | Special Events | Community Relations

Results driven administrator with over 19 years of experience at prominent / startup companies and nonprofit organizations including Lauderhill Regional Chamber of Commerce, Cleveland Clinic Florida and the American Cancer Society. Innovative, strategic thinker with outstanding communication, relationship building and project management skills.

AREAS OF EXPERTISE

- | | |
|---|---|
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Special Event Production |
| <input type="checkbox"/> Public Relations | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Public Speaking | <input type="checkbox"/> Community Engagement |

EDUCATION

Healthcare MBA, 2012 FLORIDA INTERNATIONAL UNIVERSITY – Miami, FL

Lean Six-Sigma Green Belt, 2012 FLORIDA INTERNATIONAL UNIVERSITY – Miami, FL

BS in Sociology with a History Minor, 1994 JUDSON COLLEGE – Marion, AL

EXPERIENCE & ACHIEVEMENTS

MD MARKETING NETWORK Lauderhill, FL Oct 2013 to Present

Healthcare and cause marketing agency dedicated to creating campaigns and events that are designed to bring about social change and increase community engagement.

Chief Executive Officer

- Developed, branded, produced and marketed the City of Lauderdale Lake's first Taste of Lauderdale Lakes: Food, Music, Arts & Culture Festival for 2,000 guests.
- Garnered over 2 million media impressions for Live Healthy Miami Gardens.
- Market research, health system assessment, community relations, brand management, strategy, marketing, advertising, media buy, events, project management, strategic planning, visual storytelling, trainings and media relations.

LAUDERHILL REGIONAL CHAMBER OF COMMERCE Lauderhill, FL Oct 2013 to 2019

Business membership organization providing over 250 corporate members throughout Central Broward County with opportunities to network, build a referral base and learn best practices for running a successful business.

Past President & Board Member

- Produce the often sold out LRCC Woman of Distinction Awards Breakfast.
- Plan and market the organization's monthly networking breakfasts, special events and conferences.
- Cultivate sponsors, new members and volunteers.
- Advocate for LRCC members with local, county and state government.

FLORIDA MEDICAL CENTER Ft. Lauderdale, FL Jan 2013 to Oct 2013

A 459 bed hospital that is a part of Tenet's national network of 49 hospitals

Senior Marketing Manager

A key member of the hospital's leadership team responsible for developing marketing strategies and approaches in support of the hospital's strategic plan. Areas of accountability encompassed integrated marketing plans, sponsorships, strategic partnerships, branding initiatives, communications, special events, trade shows, advertising, community engagement/outreach efforts, budgets, and fiscal accountability while maintaining a budget of \$800k.

- Led the hospital's re-branding strategy after the facility changed its name; resulting in 1,300 contact activities and over \$7.2 Million in total net revenue, a 45% increase over prior year.
- Developed marketing plans that increased brand recognition and grew cardiology, neurology, orthopedics and bariatric service lines while providing cost center fiscal management.

CLEVELAND CLINIC Weston, FL Sept 2012 to Dec 2012

Top ranked health system with operations in Ohio, Florida, Nevada, Canada, and Abu Dhabi.

In-Country Representative for the Caribbean (Contractor)

Assigned to the Global Patient Services Department to represent the Cleveland Clinic brand in the Bahamas, Cayman Islands, Jamaica and Trinidad & Tobago.

- Executed business development strategy designed to increase market share.
- Planned, implemented and marketed initiatives in collaboration with medical associations, civic organizations, payors, government liaisons and other key stakeholders in the Caribbean.

NORTHWEST MEDICAL CENTER Margate, FL

Jan 2012 to June 2012

A 215 bed hospital that is a part of HCA's national network of 163 hospitals and 109 free standing surgery centers located across 20 states.

Administrative Resident – Quality (Scholar)

Selected as a resident for the VP of Quality.

- Developed & implemented pilot program designed to decrease employee turnover rate.
- Participated in process improvement and quality initiatives to increase HCAHPS scores.
- Led Lean Six Sigma pilot project designed to increase OR On Time Start.

CLEVELAND CLINIC FLORIDA Weston, FL

Mar to June 2011 & Feb to June 2012

Market Researcher (Contractor)

Selected for consulting project in 2011 and again in 2012 to shape hospital's Employer Market Development Strategy. Gathered data, created recommendations, and presented findings to management in 2011; implementing some of those strategies in 2012

- Researched and engaged 150 employers including cruise lines and multi-nationals with operations in Latin America and the Caribbean.
- Completed and captured 600 campaign activates in Sales Force.
- Planned, executed and marketed Cleveland Clinic Florida's Employer Leadership Breakfast which attracted 30 employers and resulted in 8 follow-up meeting requests.

CIRCLE OF ONE MARKETING – Miami, FL

May 2006 to June 2010

Full-service marketing and advertising agency.

Director, Social Issues Division • Project Manager, FL Medicaid Reform Campaign

Hired as project manager to create and execute marketing plan for Broward County's Medicaid Reform Pilot Project. Subsequently pitched new market development opportunity to firm's CEO, resulting in launch of new Social Issues Marketing Division.

- Delivered 72% enrollment rate for Broward County's Medicaid Reform Campaign featuring marketing, strategic partnership development and government relations tactics
- Launched new Social Issues Division, achieving firm's largest-ever monthly retainer fees.
- Managed campaign budgets totaling \$500,000 and lead team of 5.

AMERICAN CANCER SOCIETY – New York, NY

Oct 2002 to April 2006

National nonprofit advocacy dedicated to the elimination of cancer.

Director of Community Health Initiatives & Health Systems

Cultivated partnerships with NYC health systems, government agencies, foreign consulates, and community stakeholders.

- Conduced health systems analysis then developed and implemented tactical plan that increased cancer screenings at Bellevue and Metropolitan Hospitals
- Propelled a 20% increase in volunteers and delivered 35% increase in screening referrals

Manager, Manhattan Breast Health Partnership

Created a guiding vision for breast and cervical cancer screening program serving 3,500+ uninsured women in New York City.

- Improved patient satisfaction rate by 15% and compliance rate by 20% through an overhaul of partnership operations
- Identified new funding stream, resulting in additional staff
- Managed \$800,000 budget

SERVICE

NBC6 Making A Difference Community Action Board
Cox Media Community Advisory Board