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## SUMMARY

Dynamic PR leader with corporate and agency experience in B2B and consumer media relations, global brand building, content strategy, thought leadership and social media

## PROFESSIONAL EXPERIENCE

PR CONSULTANT, San Francisco, CA, Sept. 2018 – Present (also 2003 – 2005, 2009 – 2013)  
*Principal*

- Built and managed a successful communications consulting business, helping companies establish thought leadership and transform data into engaging content and media coverage
- Clients included Avanquest, BTS, CCH, Clever Finance, Custodia Financial, DWS Investments, Financial Engines, Fireman's Fund Insurance, Aon Hewitt, HumanConcepts, ModaMi, The Nielsen Company, The Real Learning Company, TLM Partners, Visionael, Yahoo!, etc.
- Client projects included:
  - Booking and accompanying executives from a financial services firm on national media tours, resulting in positive coverage in the *Associated Press*, *Forbes*, *Kiplinger's*, *The New York Times*, *Reuters*, *USA Today*, *The Wall Street Journal*, etc.
  - Successfully taking a financial services company public in 2010
  - Writing a series of customer success stories used to drive enterprise software sales
  - Crafting a series of executive thought-leadership pieces for a consumer data company
  - Developing and executing a content and social media strategy for a personalized e-commerce clothing company to drive awareness and engagement
  - Creating a global communications policy manual for a tech company expanding into Europe

CREDIBLE LABS, INC., San Francisco, CA (January – August 2018) (FinTech)  
*Director of Communications and Content*

- Led the PR/Content functions at Credible, increasing positive media coverage over 70%
- Developed content strategies to meet SEO objectives, increasing social engagement 40%
- Contributed to the company achieving a record quarterly closed loan volume of \$355 million
- Led research efforts, identifying news hooks to inform blog/social content and drive coverage
- Introduced Credible's CEO to national personal finance media, including *Bloomberg*, *CNBC*, *CNN*, *Consumer Reports*, *Forbes*, *HLN*, *Marketwatch*, *Reuters*, *Time/Money*, *USA Today*, etc.
- Managed internal staff, PR agency team and freelance content creators

FINANCIAL ENGINES, Sunnyvale, CA, 2014 – 2018 (FinTech)  
*Director of Public Relations & Thought Leadership (Sr. Manager of Public Relations 2005 – 2008)*

- Led media relations, thought leadership and social media teams for the nation's largest independent registered investment advisor (RIA) with \$160 billion in assets under management
- Increased positive media coverage an average of 120% each year with consistent positive coverage in the *AP*, *Bloomberg*, *CNBC*, *CNN*, *Forbes*, *Fortune*, *Money*, *The New York Times*, *Reuters*, *USA Today*, *The Wall Street Journal*, etc.
- Media trained executives for media tours and testimony at Congressional hearings, the U.S. Department of Labor and the White House Conference on Aging
- Launched/managed the company's social media presence on Facebook, Twitter and LinkedIn
- Led the company's research agenda, positioning executives as thought leaders
- Successfully launched a new Social Security claiming service, resulting in nationwide media coverage and an exclusive partnership with the Social Security Administration

- Led digital content strategy and creation and had original blog content regularly picked up by *The Wall Street Journal* and other national media outlets
- 2016 Diamond SABRE Award Finalist for Superior Achievement in Research and Planning
- Financial Engines' blog named one of Ovid's "Top Retirement Blogs of 2016"
- Awarded 2015 PRSA Silver Anvil award for top financial services PR campaign of 2014
- Awarded 2015 PRSA Bronze Anvil award for outstanding media relations in financial services
- Led teams awarded the 2008 and 2015 Team Awards for cross-functional team achievement

BRASSRING, San Mateo, CA, 2000 – 2003 (Enterprise Recruitment Software/Services)  
*Director of Corporate Communications*

- Led communication strategy, PR and analyst relations and internal communications for the 11 recruitment companies that came together to form BrassRing
- Ghost-wrote executive communication for the company's CEO and senior management team
- Secured multiple industry awards, including *Forbes'* Best of the Web (HR Category), IDC's Top 10 eRecruiting Providers, *Upside's* Hot 100 Privately Held Companies, *Information Week's* Top 100 Application Service Providers and *HR Executive's* Best Products of 2000

HEWITT ASSOCIATES (Alight Solutions), Lincolnshire, IL, 1995 – 2000 (Management/HR Consulting)  
*Senior Public Relations Manager*

- Developed and executed PR campaigns to raise awareness of the firm in the U.S. and Europe
- Conducted successful press conferences and media tours, securing consistent placements in *BusinessWeek*, *The Financial Times*, *Fortune*, *The Harvard Business Review*, *The New York Times*, *USA Today* and *The Wall Street Journal*, increasing coverage 80%+ year-over-year
- Served as primary media liaison and speechwriter for the firm's CEO
- Media trained company spokespeople for television, radio and print interviews
- Managed a PR agency in London to build Hewitt's brand awareness in Europe

CCH INCORPORATED, Riverwoods, IL, 1993 – 1995 (Enterprise Business Software)  
*Public Relations Specialist*

- Provided media strategy and PR support to CCH business units, increasing positive media coverage by more than 150 percent in the first year
- Awarded 1994 *Publicity Club of Chicago's Golden Trumpet* for the top corporate PR campaign
- Awarded the CCH *Excellence in Action Award*, September 1994

GOLIN/HARRIS COMMUNICATIONS, Chicago, IL, 1990 – 1993 (Public Relations Agency)  
*Account Executive*

- Managed media and analyst relations for NEC Technologies' Multimedia Business Unit
- Coordinated national media introductions of five new Chrysler vehicles
- Team awarded the IABC Creativity in Public Relations Award

## EDUCATION

DePauw University, Greencastle, IN  
Bachelor of Arts (cum laude)  
Major: Political Science – Elected to Pi Sigma Alpha (National Honorary)  
Minor: English Literature