

Creative design professional with over a decade of experience in the international wine industry. Renowned for blending artistry and strategy to elevate brand identities, craft compelling visual narratives and execute high-impact campaigns. Adept at leading cross-functional teams, leveraging data-driven insights and managing multifaceted projects with precision. Passionate about transforming ideas into cohesive designs that captivate audiences, drive sales and enhance brand recognition.

SKILLS

Brand Management Cross functional Teams Creative Direction Marketing Analysis Digital Marketing

Direct-to-Consumer Marketing & Sales Strategies Agriculture Event Coordination/Promotion Partnerships/Sponsorships

Trade Marketing Strategies Integrated Campaigns Adobe Creative Suite Verbal & Written Communication

Communications Advertising Photography/Videography PR and Media Journalism Project Management

WORK EXPERIENCE

Communications Manager California Sustainable Winegrowing Alliance

05/2020 - Present

SF Bay Area, California

501(c)(3) nonprofit that does outreach and education and develops resources for California winegrape growers and winemakers.

- Serve as the lead creative and photographer, articulating the organization's narrative through immersive imagery, leveraging design skills to develop educational resources, streamline efforts and reduce consultant fees.
- Produce monthly, quarterly and annual e-campaigns and press releases with a 53%+ average open rate.
- Manage and developed several websites in-house, leveraging wide-ranging DIY web-savvy skills.
- Develop interactive educational platforms in-house, maximizing efficient resource allocation within a confined budget.
- Increased California Green Medal Awards program sponsor contributions in 2023 by 400% (compared to 2022) and Increased earned-media support by 300% in 2024.

Entrepreneurial: Owner Hearts Alive Yoga & Retreats

04/2022 - Present

San Francisco Bay Area

Business offering weekly yoga, retreats and a monthly women's circle.

- Lead all creative, branding and communications.
- Execute memorable and fully-booked workshops, classes and transformational retreats.
- Recognized as a "Neighborhood Fave" in 2022 and 2023 on Nextdoor.com.

WORK EXPERIENCE

Marketing Manager & Associate Creative Director

Mt. Beautiful (USA) & Mt. Beautiful Winery, Farm & Cafe (New Zealand)

04/2016 - 05/2020

SF Bay Area, California

US wine importer & New Zealand-based winery, farm and cafe.

- Delivered outstanding growth in digital presence; a 300% increase in Facebook fans, 900% rise in Instagram followers and 130% growth in Twitter audience.
- Implemented a cohesive communications editorial calendar, resulting in a 24% combined open rate.
- Orchestrated comprehensive marketing and public relations operations including social media strategy, website development/management and Google Analytics.
- Transitioned PR in-house, doubling PR contacts and attaining premium database access, with a YOY increase of 10-15% in PR reach and impressions.
- Developed a catalog of professional images and produced six brand videos, affirming branding, increasing digital engagement and driving sales.
- Realized a 27.5% uptick in page views and site engagement, positioning Mt. Beautiful as an industry leader through global strategic partnerships.

Marketing Manager

Cuvaison

05/2010 - 05/2016

Napa, California

Napa winery with US & global distribution.

- Secured a consistent 10% YOY increase in sales within a highly competitive market segment.
- Led DTC and B2B marketing initiatives, including online brand reputation monitoring and social media engagement.
- Recovered 20% of abandoned cart sales through targeted communications.
- Decreased wine club attrition rates by enhancing membership adaptability and member-exclusive perks.

EDUCATION

Bachelor of Arts (B.A.) Digital Imaging/Graphic Design

Humboldt State University

Arcata, CA

Marketing Analytics Certificate

UC Berkeley Extension

MBA Coursework (Partial)

Mills College

SOFT SKILLS

Adaptability

Collaboration

Conceptual Thinking

Emotional Intelligence / Empathy

Leadership

Problem Solving

Time Management

Interpersonal Skills

Presentation Skills

INTERESTS

Outdoor Activities

Land Conservation

Creative/Artistic Pursuits

Event Facilitation

Group Facilitation

Mentoring

Photography

Volunteering

Sustainability