

MARKETING AND MANAGEMENT PROFESSIONAL

EXPERTISE	PROFILE
<p>Street Artist: NYC & San Francisco</p> <p>Classroom Instruction</p> <p>Event Coordination</p> <p>PR Strategies</p> <p>Budget Development</p>	<p>Highly-skilled, determined and results-focused professional with more than 20 years of success in all phases of marketing, sales and business development. Known for bold, dynamic and creative innovations that consistently bring positive results to bottom line.</p>
EDUCATION/TRAINING	PROFESSIONAL EXPERIENCE
<p>Advisory Board for Wix Blogging Apps (2015-present)</p> <p>Manager, Coach, Mentor, and Classroom Learning Coach Programs: Starbucks Coffee Company (2002).</p> <p>University of California, Davis, CA (1992). Master's Degree</p> <p>Taught Small Group Communication & Public Speaking, UC Davis.</p> <p>California State University, Sacramento, BA (1990).</p> <p>University of San Francisco, (1986-1988).</p>	<p>PROJECT NUNWAY ■ SAN FRANCISCO, CA FUNDRAISER/DESIGNER 2015, 2016, 2017</p> <ul style="list-style-type: none"> Designed, developed and delivered stylized costume pieces for <i>Sisters of Perpetual Indulgence</i> Charity Fashion Show. Costume created from 100% rescued/restyled materials, with a budget of \$100.00. All proceeds donated to charity. Established and developed wildly successful silent auction for three+ years; including upcoming 2017. Continue to create partnerships with merchants, vendors, donors and sponsors to enhance publicity and profitability of gala event, with average attendance of 1000+ guests. <p>ROCK-A-RECORD ■ SAN FRANCISCO, CA DESIGNER/FOUNDER 2013-CURRENT</p> <ul style="list-style-type: none"> Envisioned and produced pattern for handcrafted 'one of a kind' unisex, cross body record purses from upcycled vinyl records. 100% rescued/restyled materials. Chosen as a beta artist and juried into <i>Handmade at Amazon</i> as official launch artist. Successfully created and sold as a street vendor with San Francisco Arts Commission for three years. Regularly sell at curated craft shows, pop-up markets and bazaars throughout Bay Area; Urban Air, Berkley Book Festival, Shakedown Festival, Jack London Square, Ansanelli Productions, Renegade & others. <p>THE NOISE BENEATH THE APPLE ■ NEW YORK CITY, NY WRITER/PRODUCER/FREELANCE 2010-2013</p> <ul style="list-style-type: none"> Independently created & produced 200 page art-style, coffee-table book: <i>The Noise Beneath the Apple®</i>. Raised \$25,000 via online and offline funding efforts to cover book production costs. TNBTA® received 4.5 Stars in the SF Book Review (2014), won a Book of the Year Award (2014) and a Shelf Unbound Award for Outstanding Art Book (2016). The music component of TNBTA®, premiered in Esquire Magazine and received over 10,000 downloads in 8 days. 100% donated to charity. <p>SELF EMPLOYED ■ LAGUNA BEACH, CA ARTIST/CRAFTER/COORDINATOR/FREELANCE 2010-2013</p> <ul style="list-style-type: none"> Collaborated on curating, developing and executing Laguna Craft Guild Art Show, established in 1978, held 14 times per year, with attendance of over 10,000 each show. Established fiscal and promotional partnerships with local merchants for Craft Guild Art Show. Facilitated online marketing, social media planning and promotion. <p>STARBUCKS COFFEE COMPANY ■ SEATTLE, WA MANAGER 1999-2004/2009/2013/CURRENT</p> <ul style="list-style-type: none"> Opened stores in U.S.A. and international markets; from dirt to coffee in 6 weeks. Earned Manager of Quarter award for operational excellence. Consistently increased sales through community involvement and creative marketing; preserved controllable contribution by 149%.
AWARDS	
<p>Letter of Commendation from Congressman Wally Herger for Civic Contributions</p> <p>Volunteer of the Year Award for RSVP, Make-A-Wish Foundation</p> <p>Manager of the Quarter, Starbucks Coffee Company</p> <p>Founder, Family Literacy Center: Northern California</p>	