



PURPOSE-DRIVEN

Purpose-driven, collaborative, creative, and tech-savvy marketing and communications leader with more than two decades of experience developing high-performing teams and crafting compelling brands across higher education, healthcare, and agency sectors. Proven expertise in forging strategic relationships, nurturing innovative ideas, and translating organizational vision into data-driven campaigns that measurably strengthen trust, drive engagement, and enhance reputation.

SKILLS AND EXPERTISE

STRATEGIC MARKETING PLANNING, COMMUNICATIONS, AND BRAND DEVELOPMENT

- Expertise in developing comprehensive marketing and communications strategies, including integrated brand development and management, digital transformation initiatives, and data-driven campaigns across multiple channels and stakeholder groups.
- Deep experience optimizing marketing resource allocation, establishing measurable objectives, and leveraging emerging technologies to enhance market position and drive organizational growth.

PUBLIC RELATIONS, REPUTATION MANAGEMENT, AND CRISIS COMMUNICATIONS

- Demonstrated success in reputation management and crisis communications, including developing response frameworks, issues management frameworks, managing media relations and strategic narratives, executive communication strategies, and providing executive counsel on sensitive matters.
- Strong track record of developing public relations strategies and complex communications campaigns that enhance organizational messaging, build community, and enhance reputation.

RELATIONSHIP BUILDING, LEADERSHIP, AND BUDGETING

- Experience building cross-functional partnerships, fostering relationships and collaboration with other functional units and external partnerships, and implementing professional development programs to enhance team performance and organizational success.
- Proven ability to manage multi-million-dollar budgets and lead large-scale marketing and communications operations that drive innovation and results.

EXPERIENCE

UNIVERSITY OF DENVER

Denver, Colorado | 2025 – Present

Associate Vice Chancellor for Marketing and Brand Strategy

Serves as the chief marketing officer for the University of Denver, a private R1 research university comprised of 10 schools and colleges with top national and international rankings and 18 Division I sports, and 35 NCAA national championships.

Highlights and Focus Areas

- Led the internal launch of the updated Denver Difference brand platform, centering the brand promise and aligning campus partners around consistent expression and messaging.
- Launched the updated University Relations website to strengthen brand expression, improve usability, and support campus communicators with clearer guidance and tools.
- Built a five-year marketing maturity model with correlating objectives and a measurement framework to guide operating model improvements and investment decisions, including marketing automation and AI.
- Organized the university's web overhaul program, leading discovery with multiple vendors and coordinating stakeholder alignment, governance, and a sequenced roadmap for the future web experience.
- Directed integrated national brand marketing campaigns, refreshing creative and optimizing high visibility placements, contributing to improved aided awareness and stronger brand experience and intent measures across primary markets.
- Completed market and performance analysis using undergraduate and graduate deposit data for BDI assessment and layered digital analysis using in-house resources to refine channel strategy and media efficiency.
- Developed a tiered market strategy and built a partnership and sponsorship program to deepen community engagement and advance "Denver's University."
- Implemented a project management blueprint system to strengthen intake, prioritization, and production workflows, increasing speed, transparency, and cross-team coordination.
- Serve on and/or lead the Chancellor's Subcommittee on Brand and Reputation, Provost's Committee on Recruitment Ecosystem and Market Position, Marketing and Communications Assembly, and University Relations Roundtable.

Associate Vice Chancellor for Marketing, Digital Strategy, and Public Relations

Serves as the systemwide chief marketing officer for Tennessee's largest higher education system, including a system office, 37 colleges, an online campus collaborative, and approximately 165,000 academic and workforce development students.

Highlights and Focus Areas

- Operates as a strategic and practical advisor to the Board, executive leadership, college presidents and their staffs, the Strategic Enrollment Management (SEM) team, and the System's foundation.
- Lead four divisions: marketing and advertising, content and public relations, web and digital strategy, and marketing operations.
- Manage a multi-million-dollar recurring and non-recurring budget, including grants for marketing research and execution targeting adults and first-generation college students.
- Conceptualize, plan, and execute award-winning, comprehensive, integrated brand, marketing, and communication plans that have led to historic gains in dual enrollment, preparatory enrollment, workforce programming, charitable giving, and overall reputation.
- Develop comprehensive crisis communications plans and public relations strategies across a complex system of colleges and auxiliary units.
- Serve on and/or lead the College President Marketing Advisory Group, Chief Marketing Officers and Spokesperson Council, Strategic Enrollment Management Recruitment Council, Student Success Programs and Professional Learning Grant Committee, Black Male Success Initiative, FirstGen Student Research Group, and Crisis Response Team

Assistant Vice Chancellor for Marketing and Digital Strategy

Served as the system's first Chief Marketing Officer for Tennessee's largest higher education system, including a system office, 37 colleges, an online campus collaborative, and approximately 165,000 academic and workforce development students.

Highlights and Focus Areas

- Designed, implemented, and led the first-ever system-level, fully integrated marketing and communications department.
- Served as lead executive for brand and advertising, providing strategy and direction to align work with System priorities.
- Set the strategic direction of the System's branding and marketing efforts adjacent with the strategic plan.
- Transitioned marketing and creative services work from outside agencies to the newly developed team, resulting in over \$1 million in savings.
- Launched successful brand repositioning efforts for the system and many of its colleges, including developing a new visual identity and unique message platform.
- Coordinated the development and implementation of a marketing and communications strategy and campaign for the 50th anniversary of the State University and Community College System.
- Developed a positioning platform through research and competitive audits to raise awareness of the System and its colleges in a newly restructured state higher education landscape.
- Developed and integrated new brand guidelines and policies for the system.

Director of Web and Digital Strategy

Served as the leader of a team of full-time and contract analysts, developers, and campus personnel to manage digital engagement and marketing efforts for a system of six universities, 13 community colleges, and 27 technical colleges. Served as the system-level resource for policy and guidance on digital marketing management and functionality.

Highlights and Focus Areas

- Planned, developed, implemented, and managed complex digital and social media systems and functional platforms for the system, initiatives, and colleges, saving the system millions in outside vendor payables.
- Lead market research and analysis to identify trends and growth opportunities in undergraduate and graduate programs, leveraging SEM, SEO, and other digital advertising.
- Successfully launched redesigned websites for the System Office, 27 colleges, and multiple administrative platforms and programs.
- Implemented a comprehensive analytics framework using Google Analytics to enable data-driven decisions, increasing applications and engagement at technical colleges.
- Established the System's first web and digital governance framework, including policies surrounding web content management and accessibility.
- Planned and executed a comprehensive social media strategy and digital reputation management program, including a blogging and communication platform for the Chancellor.
- Set benchmarks and KPIs for digital marketing campaigns and developed a comprehensive ROI reporting system.
- Served as a key advisor in developing and maintaining partnerships with our colleges and universities, industry stakeholders, and community organizations to enhance digital presence across platforms and strengthen collaborative initiatives.

Director of Web and Digital Media

Served as the lead designer, developer, and manager of a 10,000-student university's public-facing web properties and the digital lead on the marketing team. Acted as a thought leader, aligning holistic digital marketing strategies with overall goals and objectives.

Highlights and Focus Areas

- Developed and implemented the university's digital strategy plan, including developing public-facing web properties, social platforms, and digital marketing, leading to record growth in undergraduate and graduate enrollment.
- Contributed to the development and execution of the university's overall marketing, advancement, and information technology plans, leveraging shared resources to enhance the university's statewide reputation.
- Conducted user-centered design testing to determine insights and develop recommendations to optimize the student, faculty, and community experience.
- Partnered with Admissions and Enrollment Management to strengthen digital recruitment strategy, including inquiry capture and lead nurturing workflows that supported enrollment growth.
- Drove high-level discussions to align the university's digital brand with the university's strategic goals.
- Built a measurement cadence for web and digital performance, translating analytics into executive-ready insights that informed priorities, investments, and campaign decisions.
- Identified opportunities and mapped needed inputs to develop an effective digital marketing and tactical strategy.
- Supported reputation and issues response by coordinating rapid web and digital messaging updates during time-sensitive campus situations.
- Served on and/or led the Crisis Communications Team, Student Portal Committee, Information Technology Committee, Public Media Committee, and Web Design Bachelor's Degree Program Committee.

WELLNESS HEALTHCARE

Cookeville, Tennessee | 2006 – 2008

Vice President of Marketing and Promotions

Served as the Chief Marketing Officer for one of the South's largest durable medical suppliers. Oversaw branding, public relations, and comprehensive marketing strategies and efforts to strengthen market position and business goals in a competitive industry.

Highlights and Focus Areas

- Directed marketing efforts to position multiple business units as industry leaders.
- Advised executive leadership on brand positioning, reputation, and market growth priorities across multiple business units in a highly competitive environment.
- Led lead generation efforts through email and direct mail campaigns, increasing revenue while decreasing the number of direct sales agents.
- Oversaw development for all company marketing materials, including websites, advertising, and print publications.
- Evaluated business processes that lead to new revenue opportunities with existing equipment and resources, increasing revenue by 20% in year one.
- Led reputation and stakeholder communications, aligning messaging across sales, operations, and customer-facing teams to improve consistency and customer experience.
- Assisted in launching new divisions and businesses, including an on-demand digital print division, direct mail division, and digital imaging business, increasing company revenues by 10% yearly.
- Developed and implemented a workflow management system that coordinated equipment and services with billing and accounting, creating multiple efficiencies throughout business operations and decreasing human error losses.

N2 THE NET

Cookeville, Tennessee | 2003 – 2006

Director of Design and Development

Served as the lead designer, developer, and business manager for a vertical-centered media development business, focusing on broadcast radio, real estate, and collegiate sports.

Highlights and Focus Areas

- Managed a team of web designers, technical staff, and application developers to create compelling vertical marketing web platforms, including broadcasting, college sports, and real estate.
- Developed an information management platform for college sports, including media, statistics, and streaming implementations.
- Managed over 200 digital properties and campaigns simultaneously, increasing revenues by over 300% in two years.
- Implemented an on-demand invoicing system for designers and developers to streamline business processes, allowing for better client communication and decreasing time-to-payment by 50%.
- Developed digital integration strategies for multiple media outlets, including radio and television stations.
- Developed and implemented strategic plans for the growth of internal digital properties.

WPF Management
Gallatin, Tennessee | 2000 – 2002

Director of Internet Operations

Served as the lead web developer, digital designer, and public relations strategist for a premier extreme sports company, directing comprehensive digital operations while crafting engaging online experiences and managing brand communications across multiple platforms.

Highlights and Focus Areas

- Developed and managed multiple information management platforms for extreme sports tournaments, including player management, tournament management, media relations, and a revolutionary digital scoring system.
- Spearheaded the development of a proprietary content management system, streamlining internal communications and digital asset management, and the first-of-its-kind video streaming platform.
- Managed crisis communications and media relations for high-profile international events.
- Created marketing systems that integrated self-service digital advertising on message boards, email campaigns, and website content to drive tournament registration and online engagement.
- Developed, managed, and curated multiple sports community platforms to drive player engagement.

EDUCATION & CERTIFICATIONS

TREVECCA NAZARENE UNIVERSITY

- Doctor of Philosophy, Leadership / Organizational Intelligence
- Master of Organizational Leadership

TENNESSEE TECH UNIVERSITY

- Bachelor of Science, Business Administration / Business Management, Management Information Systems

UNIVERSITY OF TENNESSEE

- Tennessee Certified Economic Developer

PUBLIC RELATIONS SOCIETY OF AMERICA

- Accredited in Public Relations

RESEARCH AREAS

- Marketing Operations in Higher Education
- Business and Organizational Intelligence
- Leadership Effectiveness

PERSONAL AWARDS

- Otis Floyd Jr. Award for Excellence in Higher Education Administration
- Charles Holmes Award

MEMBERSHIPS

- American Advertising Federation
- American Marketing Association
- International Leadership Association
- National Association of Student Personnel Administrators
- National Council for Marketing and Public Relations
- Project Management Institute
- Public Relations Society of America
- Tennessee College Public Relations Association
- University and College Designers Association

COMMUNITY

- **PRSA – Counselors to Higher Education**
National Executive Committee Member
- **CASE**
Faculty Member, National Conference on Marketing and Brand
- **Public Relations Society of America**
APR Panelist
- **National Association of Student Personnel Administrators**
National Conference Program Reviewer
- **TN ACHIEVES, UT ACHIEVES**
Mentor, Ambassador
- **UNIVERSITY OF TENNESSEE CIS**
Capstone Mentor
- **YOUTH VILLAGES**
Advisory Board Member
- **TENNESSEE COLLEGE PUBLIC RELATIONS ASSOCIATION**
Previous President, Secretary
- **OPEN NASHVILLE**
Previous President, Financial Officer, and Executive Board Member