



## ABOUT ME

I'm a communications leader with a demonstrated history of developing innovative and successful strategic campaigns from concept to completion that drive engagement and deliver results.

I excel at partnering with stakeholders to develop inspiring strategies, materials, and promotional content rooted in engaging storytelling. I'm adept at leading cross-functional teams, making meaningful connections, managing brand identity, and developing cohesive editorial content.



## PROFESSIONAL EXPERIENCE

### **KCB Communications, LLC** **Principal / Owner**

**Denver, CO**  
**4/2019–Present**

- Partner with clients to lead strategy and execution of cross-channel communications projects: annual reports, press releases, website content, advertising, webinars, newsletters, social media campaigns, videos, technical writing for learning platforms, presentations, and promotional print materials.
- Research, develop, and implement integrated communications campaigns; evaluate results and analytics to inform and evolve future strategies.
- Primary clients: Phil Weiser for Colorado Attorney General, State of Colorado Office of Economic Development & International Trade, University of Colorado Denver Business School – Executive MBA Program, KONZA National Network, and Sitecore.

### **Auraria Higher Education Center | Auraria Campus** **Director of Communications & Senior Policy Advisor (7/2016–4/2019)** **Director of Communications & Campus Outreach (7/2013–6/2016)**

**Denver, CO**  
**7/2013–4/2019**

- Developed and implemented strategies and integrated campaigns designed to educate and engage the Denver community and a diverse campus of 50,000 students and employees about the campus' services, programs, and initiatives driven by DEI, accessibility, and belonging.
- Cultivated trusted partnerships with campus leaders and constituents from University of Colorado Denver, Metropolitan State University of Denver, and Community College of Denver by leading a campus-wide committee that identified communications issues and opportunities, brainstormed creative solutions, and executed strategies to meet committee's objectives.
- Led 16 Auraria Campus departments through a comprehensive strategic planning process to develop communications and marketing plans for each, resulting in cohesive branding across all channels.
- Standardized and simplified project intake and project management processes for the Auraria Campus using Trello, enabling the completion of 60 communications projects on average per month.
- Developed and produced a consistent, engaging suite of cross-channel communications materials: annual reports, brochures, digital newsletters, web content, social media, photo/video shoots, and digital/print signage.
- Managed brand and identity to deliver a consistent and inclusive public image across all media.
- Assessed effectiveness of messages, materials, and channels on an ongoing basis; evolved strategies based on analytics and results.
- Supported emergency outreach and response, specifically focused on crisis communications.
- Managed and monitored communications and marketing budgets to guarantee fiscal responsibility.
- Oversaw campus policy program—reviewed policies to ensure all were current and accurate, researched policy gaps and opportunities, made recommendations for policy changes, and guided departments through the required policy approval process.
- Led and fostered the integrated marketing and communications team of four full-time staff and three part-time students with oversight of project management, performance, and career development.
- Named Manager of the Year for the Auraria Higher Education Center in 2018.

**Auraria Library | Auraria Campus**  
**Marketing and Communications Director**

**Denver, CO**  
**1/2013–7/2013**

- Responsible for the direction and leadership of marketing and communication strategies to develop awareness of and engagement with the library's services, collections, activities, and initiatives.
- Performed benchmark research and developed an integrated marketing and communications plan with strategies, initiatives, and measurement metrics to meet the library's strategic goals.
- Planned engagement events, including lecture series, seminars, and workshops for students and faculty to connect information and research with curriculum and learning.
- Designed marketing materials in support of key messages: brochures, newsletters, emails, and signage.
- Oversaw crisis communications planning and response.
- Managed two student assistants.

**University of Colorado | Law School, Dean's Office**  
**Director of Alumni Relations**

**Boulder, CO**  
**10/2011–12/2012**

- Cultivated relationships with local, national, and international alumni via meetings, newsletters, social media, events, the website, and the biannual alumni magazine, *Amicus*.
- Managed the efforts of the 28-member Law Alumni Board by serving as the primary liaison, ensuring strong and productive relationships among its members with academic leadership.
- Solicited sponsors, promoted, and planned programming and communication materials (award videos, invitations, signage, and the presentation) for the annual alumni awards fundraising dinner; increased attendance and sponsorships by 12% despite a down market.
- Managed the annual reunion and homecoming program by collaborating with reunion organizers on class receptions, fundraising support, communication, and promotion of events.
- Collaborated with the Director of Development to increase the alumni participation rate in the annual fund appeal; assisted in identifying and qualifying alumni prospects for gifts.
- Managed one full-time staff member and two student assistants.

**University of Colorado Denver | College of Liberal Arts & Sciences**  
**Marketing and Communications Manager**

**Denver, CO**  
**12/2004–9/2011**

- Responsible for the direction and leadership of marketing and communication strategies that maximized awareness of the college, its departments, and programs.
- Created and edited an award-winning alumni magazine, which earned Silver and Bronze awards by the Council for the Advancement and Support of Education, and two Awards of Excellence by the University and College Designers Association.
- Organized community outreach efforts including lecture series, workshops, and sponsorships to gain exposure and build relationships with students, faculty, alumni, and the Denver community.
- Established the inaugural Dean's Advisory Council to engage alumni and donors; managed volunteer membership, meetings, and events.
- Developed new promotional materials, including an e-newsletter, blog, departmental brochures, and social media platforms.
- Led 20 departments and programs through an extensive website redesign successfully in four months; managed ongoing web content to ensure consistent messaging, relevance, and audience engagement.



**EDUCATION**

**University of Colorado—Boulder | Bachelor of Arts, Communication | Dean's List**

- Phillip K. Tompkins Award for Outstanding Undergraduate Achievement
- Teaching Assistant, Cross-Cultural Communication
- Member, Eta Phi Chapter of Lambda Pi Eta, Communication Honors Society
- Vice President and President, Communication Club
- Semester abroad in Barcelona, Spain through Portland State University