

PROFESSIONAL EXPERIENCE

AARP Foundation, Washington, DC

Senior Advisor/Outreach Manager: October 2015 to Present

Provide vision, leadership, and direction for program communications and outreach initiatives that require multifaceted promotions, strategic campaigns, volunteer recruitment, and stakeholder engagement. Help advance the organization's position and create awareness of program-specific information with relevant constituents, including association members and volunteers, multicultural audiences, the press, legislative entities, and employees. Serve as a media spokesperson, program trainer, and leader of volunteers. Develop communications materials, tactics, and guidance for volunteer audiences, association members, and others. Serve as a leader or senior member of enterprise-wide and programmatic committees, including serving as staff liaison for volunteer-led working groups.

AARP, Washington, DC

Project Advisor/Manager, Education & Outreach/Programs: November 2011 to October 2015

Managed the creation, implementation, and evaluation of high-profile consumer awareness and communications campaigns. Directed and initiated institutional education and outreach initiatives with government agencies, companies, universities, and nonprofit organizations. Served as a public speaker at meetings and conferences, wrote and researched communications to federal agencies and congressional entities on consumer issues, acted as a media spokesperson, and trained state staff and volunteers on association initiatives. Also, provided guidance to state offices on program development and delivery. Supervised and developed staff (direct reports and dotted-line supervision).

Financial Industry Regulatory Authority (FINRA), Washington, DC and New York, NY

Associate Vice President, Member Education Programs: May 2003 to November 2011

Responsible for conceptualizing, designing, marketing, and delivering education programs and high-impact issue events. Executed a corporate-wide strategy – including communications campaigns, content/curriculum development, budgeting and forecasting, contract negotiation, and customer service activities – resulting in a variety of in-person and online education and communications. Served as a corporate liaison with The Wharton School in the marketing and conceptualization of an executive education program, including alumni efforts. Provided guidance to executive management in the timely and successful delivery of educational programs and materials. Supervised and developed staff.

National Association of Securities Dealers (NASD), Washington, DC and New York, NY

Associate Vice President, Corporate Communications: July 1995 to May 2003

Planned, directed, and set the strategic direction of marketing and communications programs for the organization. Managed the editorial, design, and digital functions of a communications services group. Served as a liaison on communications issues to senior management, members, and committees. Managed and prepared budgets. Wrote, edited, researched, and project managed the development of print-based and Web-based communications for financial professionals, investors, and employees, including newsletters, brochures, training manuals, podcasts, and video scripts. Managed the launch of corporate websites, and provided editorial review of online content. Supervised and developed staff.

Freelance Writer/Designer: April 1993 to July 1995

Served as a writer, editor, designer, and overall communications consultant to various professional organizations and businesses in the Washington, DC metropolitan area. Activities included writing articles for placement in publications, and writing, editing, and designing printed documents.

Intelligent Transportation Society of America, Washington, DC

Communications Specialist: March 1994 to March 1995

Participated in outreach activities to ensure effective communication with external and internal audiences, including Society members and the press. Wrote and edited several publications and documents, and served as Managing Editor of the *ITS Review*, a scholarly journal. Assisted with press relations and planned conferences.

Federal Housing Finance Board, Washington, DC

Writer/Editor: September 1991 to April 1993

Served as a communications liaison for the Federal Home Loan Banks nationwide. Wrote, edited, and researched articles, press releases, a quarterly newsletter, annual reports to Congress, congressional testimony, and other outreach materials. Developed budgets and production schedules for various projects. Planned meetings and special events.

National Education Association, Washington, DC

Information Specialist: March 1990 to May 1991

Wrote, edited, and researched legislative updates, reports, briefing materials, and congressional testimony. Tracked federal and state legislation using a variety of research methods. Researched and wrote responses to member inquiries.

U.S. Conference of Mayors, Washington, DC

Staff Associate: October 1988 to February 1990

Wrote, edited, and designed several publications, including a quarterly newsletter, legislative updates, and conference and marketing materials. Planned and promoted briefings for mayors. Conducted research for and provided information to association members, public interest groups, the media, employees, and local and federal government officials.

EDUCATION

University of Maryland, Master of Arts

Major: Journalism Minor: Organizational Communication

University of Maryland, Bachelor of Science

Major: Journalism Minor: Economics