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work experience

What is the Point? Art Collaborative, London, UK, August 2015 – present // www.whatisthepoint-art.com
Marketing Director

Collaborated with founder on brand building and event promotion for the annual art collaboration exhibition. Implemented social media strategy, created original content and curated posts on Facebook, Twitter and Instagram. Built organization's website from the ground-up in two weeks. Designed gallery informational displays and layouts for official documents. In 2015, *What is the Point?* featured 35 artists, attracted 8,000 visitors and produced 8 sales and 2 commissions.

BikeWalkKC Kansas City, Missouri (KCMO), USA, February 2015 – September 2015 // www.bikewalkkc.org
Interim Marketing and Communications Manager

Took over marketing, communications, social media, and event coordination, promotion and management responsibilities by executive request. Drove pre-registrations for the annual benefit bike ride to the most in five years through a campaign of targeted Facebook and Twitter ads, organic social media posts, email marketing, and traditional media. Recruited participants and launched 20-member steering committee to plan the 2nd Annual KC Women's Bike Summit.

Mid-America Regional Council (MARC) KCMO, May 2013 – July 2015 // www.marc.org
Public Affairs Coordinator

Collaborated with Air Quality program to produce public-facing outreach materials, bi-weekly emails, infographics, reports, and internal documents, with the goal to encourage more Kansas Citians to take action to improve air quality. Strategized, produced content for, managed, monitored and reported on social media accounts (Facebook and Twitter). Streamlined internal workflow processes and provided direction for marketing and public education committees. Wrote press releases, annual review articles, blog posts and more. Consulted as primary Spanish-language staff member.

Local Investment Commission (LINC) KCMO, July 2009 – May 2013 // www.kclinc.org
Communications Coordinator July 2010 – May 2013

Managed communication requests from 80 individual program locations. Led expansion (doubling) of the LINC Chess program. Produced monthly organizational newsletter and distributed via e-mail. Created solutions for sudden, time-sensitive requests.

Site Coordinator at Whittier Elementary July 2009 - July 2010

Liaised among the school, organisations and businesses to establish services, events and outreach programs to advance the well-being of the community and success of students. Coordinated and led monthly, bilingual school advisory meetings to share information and gather feedback from the community. Provided Spanish/English translation and interpretation services.

relevant experience

KCMO Downtown Neighborhood Association, KCMO, December 2012-July 2015 // www.dnakcmo.org
Vice President of Communications

Managed Facebook and Twitter accounts: increased followers, amplified regional exposure and improved community engagement. Responsible for creating content and sending semi-monthly membership and events emails. Ran neighborhood blog from inception to implementation, including writing posts and recruiting additional content experts to be authors. Redesigned website in 2013 using Squarespace and continued to curate content. Researched, planned logistics for, and led the first ever DowntownKC Walking Tour, June 2014.

Skills:

PROFESSIONAL

Public speaking, email marketing, outreach, project management, event planning, group facilitation, photography, graphic design, basic video editing, infographics, committee organizing, Google AdWords, Google Analytics, social media insights, document layout

SOCIAL MEDIA

Facebook, Twitter, Instagram, Pinterest, LinkedIn, Snapchat, Google+, Tumblr

ADOBE SUITE

Illustrator, InDesign, Photoshop, DreamWeaver

Spanish:

LEVEL: FLUENT

Currently enrolled at the Instituto Cervantes, Level B2.2

Major League Soccer, Local Team Liaison Officer for Honduran National Futbol Team during the Gold Cup, July 2015

¡ClaroKC! Spanish-Language Meetup Group, Co-Organizer, 2009 until move to London

Lived and volunteered in Quito, Ecuador, February-May 2009

Other:

EDUCATION

Bachelor of Arts, Spanish
Bachelor of Arts, Anthropology
Missouri State University, 2008
Springfield, Missouri, USA

WORK PERMIT

Fully authorized to work in the UK.