
Marketing Executive // Chief-of-Staff

Proven professional with flawless execution, skilled in leading world-class marketing strategies, marketing operations, field marketing deployments, cross-channel integration, and product launches.

- ▶ **Developed and negotiated over \$40M worth of government contracts over 12 months, with less than a 0.25% variance.**
- ▶ **Coordinated and developed the FY19 Annual Marketing Plan (\$212M) from a remote location, delivering on strategy, on time, in scope, and on budget.**
- ▶ **Appointed by the McCann Executive Leadership team to spearhead high-profile programs for senior-level Pentagon officials and senior-level U.S. Army officers.**
- ▶ **Developed and curated an IPG-level onboarding and best practices document for the Verizon agency team.**
- ▶ **Launched Lindenwood University's first integrated marketing plan, achieving an increase of 9% in new student enrollment for the Fall of 2022, generating year-over-year revenue growth of \$1.6M.**

Core Competencies

Strategic Planning & Execution | Team Building & Mentoring | Change Management | Meeting Protocol | Process Development | Quality Control | Go-to-Market Implementation | Onboarding Operations | Large Account Closing/Management | Business Transitions | Business Development | Contract Negotiations | Campaign Management | Content Development Management

PROFESSIONAL EXPERIENCE

The Hummingbird Group, LLC, Edwardsville, IL | **OWNER/FOUNDER** | 2019 – Current

The Hummingbird Group, LLC is a small female owned, fractional Chief-of-Staff and Change Management organization focusing on mentoring and developing executive teams across both non-profits and for-profit organization.

The Hummingbird Group works at the executive level to provide the following support:

- Fractional Chief-of-Staff Support: Providing high-level executive support, helping leadership teams streamline operations, improve team efficiency, and navigate organizational transitions.
- Strategic Planning & Execution: From goal settings to implementation, focusing on helping organizations develop and execute long-term strategies that drive measurable results.
- Marketing Operations & Campaign Development: Helping businesses refine their multi-channel marketing campaign strategies, identify market gaps, and improve execution.
- Change Management & Organizational Transitions: Guiding leadership team through organizational shifts, restructuring, and change initiatives.

Black Glass Consulting (IPG), Edwardsville, IL | **FREELANCE** | 2024 – 2024

Black Glass Consulting is an industry leading consultancy in support of marketing organizations, focused on the person at the center, the CMO. Black Glass focuses on strategic framework development, facilitating change management, and overall CMO support to drive business results.

Collaborated with Executive Leadership Teams to roll out a change management program across the entire marketing and advertising portfolio.

- Chief-of-Staff support to the business' CEO
- Developed processes and ways of working across the organization, agencies, and marketing/advertising disciplines

- Established foundational elements for the teams within the organization from the production and analytics teams to the operations and business leadership teams.

EARLIER CAREERS

[McCann / IPG](#), Edwardsville, IL | **SENIOR VICE PRESIDENT, INTEGRATED AGENCY TEAM PROGRAM DIRECTOR / MARKETING AND COMMERCIAL OPERATIONS VERIZON AND VERIZON VALUE BRANDS** | 2021-2024

McCann is a leading global advertising agency offering strategic and creative solutions across various brands and industries. McCann's headquarters are based in New York City.

Served as a member of the IPG Commercial and Marketing Operational Leadership team.

- Facilitated the negotiation of the IPG MSA agreement with the client's Agency Effectiveness team and senior agency leadership.
- Developed and implemented processes and best practices to ensure MSA compliance across the IPG network.
- Conducted operational leadership for the transition of multiple lines of business to new agencies.
- Increased communication between channels, disciplines, and clients with an eye to the best marketing solutions.
- Work to identify marketing operational gaps, work with key stakeholders to reduce risk, and then establish processes moving forward.
- Serve as a single point of contact for the client's operational team in the larger agency team.
- Assessed current operational and team structures across the IPG network and built recommendations on how to streamline and become more effective by implementing best-in-class standards.
- Seen as an operational advisor to senior leaders across the IPG network.
- Facilitated new client onboarding across the agency network.
- Partnered with the client's Agency Effectiveness team on problem-solving and process creation.

[Lindenwood University](#), ST. CHARLES, MO | **Marketing Director** | 2020-2021

Lindenwood University is a private university based in St. Charles, MO, founded in 1832, offering undergraduate, graduate, and doctoral degrees supporting over 5,000+ students.

Developed strategic guidance that informed the integrated marketing plan, resulting in a 9% YoY student enrollment increase. Led a market-wide request for proposal (RFP) resulting in Lindenwood securing a new creative and media buying agency. Developed, launched, and implemented industry-leading marketing framework, audience mapping, and brand guidelines.

[McCann / MCCANN WORLDGROUP](#) New York, NY / St. Louis, MO | **Senior Vice President / Field Marketing Director for the United States Army Account** | 2007–2019

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As a marketing operations executive who enhanced McCann's only Field Marketing team, which consisted of up to 45 team members who were co-located with the clients. In addition to team development and management, oversaw the integrity of contractual compliance of over 1,300 purchase orders annually and the oversight and administration of up to six contracts annually (totaling upward of \$45M). Served as a member of the McCann Worldgroup Account Executive Leadership team, focusing on leading vital new marketing program. Established and led the Annual Integrated Planning Process for all fiscal years 2010-2018, including leading the Quarterly Business Reviews across all agency partners, both prime and subcontractors, streamlining processes while not sacrificing quality by ~25%. Developed a strong small-business approach, ensuring the small-business goals were achieved across key programs 100% of the time, in addition to ensuring sub-small-business category goals were met over 80% of the time. Served as the McCann Worldgroup executive sponsor for the U.S. Army War College, the Army West Point program, and the annual Soldier Holiday Drive for over 10 years.

[TOP OF THE ROCK OBSERVATION DECK](#) – TISHMAN SPEYER, New York, NY | **Marketing Manager** | 2006–2007

Top of the Rock Observation Deck is in the heart of New York City's Rockefeller Plaza providing 360-degree views of Manhattan and beyond. The Observation Deck is owned by Tishman Speyer, one of the largest real estate companies in the United States.

Rebranded the Top of the Rock marketing collateral to include the website, while supporting the domestic, international, and special events sales teams through marketing.

[BURGER KING](#), Miami, FL / New York, NY | **Mid-Atlantic Sales & Marketing Manager** | 2005–2006

Burger King is a global hamburger fast food chain based in Miami, Florida.

Partnered with the operations lead to support the mid-Atlantic franchisees through localized marketing, while securing over \$3.6M in local investment spending.

COMMUNITY INVOLVEMENT

Volunteer | **VFW** | Troy, IL | 2025–Present

Volunteer | **Troy/Maryville/St. Jacob/Marine Chamber of Commerce** | Troy, IL | 2024–Present

Volunteer | **Faith Coalition** | Edwardsville, IL | 2024–Present

Strategic Advisor | **MOUNTAIN TOP MINISTRIES** | Tegucigalpa, Honduras | 2006–Present

Volunteer/Foster | **CAREStL Animal Shelter** | St. Louis, MO | 2020–Present

Vice Chairman | **REACH OUT HONDURAS** | Puerto Lempira, Honduras | 2017–2019

EDUCATION // CERTIFICATIONS

LINDENWOOD UNIVERSITY, St. Charles, MO

- **MS, Industrial Communications & BA, Corporate Communications**

ST. LOUIS UNIVERSITY, St. Louis, MO

- **Contract Management Certificate**

Prosci Change Manager Certification

- **Certified Change Manager with expertise in the ADKAR® methodology**

INDUSTRY AWARDS

Bronze Telly Award (2012)

McCann Worldgroup Small Business Award (2016)

Lindenwood University: “Re-Think” Campaign

- Three gold awards and one silver award from the 2022 annual educational advertising awards. The gold awards included a “best of show” recognition for television advertising series.
- Six gold awards from the 2022 annual service industry advertising awards, including “total integrated marketing campaign” and “total advertising campaign”.
- One gold award, six silver awards, and ten bronze awards from the 2022 Telly Awards
- One gold and silver award from the 2021 collegiate advertising awards for billboard design series and total advertising campaign.