

Vice President, Public Policy – Waukesha County Business Alliance (2015-current)

Director, Public Relations and Marketing – Waukesha County Business Alliance (2013-15)

Manage the Waukesha County Manufacturing Alliance including Manufacturing Executive Council and Manufacturing HR Roundtable. Oversee the Alliance's Infrastructure and Education Policy Committees. Responsible for Alliance's advocacy work on policy issues including transportation funding, Waukesha water application, business/education partnerships, and more. Work to engage local business leaders in public policy and advocacy issues. Oversees the Alliance's Schools2Skills™ program which takes 600+ students annually to tour manufacturing facilities. Manage the PR and marketing staff/department of the Alliance.

Account Manager – Trefoil Group (March 2012-13)

Senior PR Account Executive - Trefoil Group (2011-12)

Led more than 10 accounts, including strategic marketing communications planning, branding, media relations, research, website and video development, creative execution and direct oversight of day-to-day public relations and marketing activities. Managed budgets and financial forecasting for all accounts including ongoing strategic sales conversations. Led marketing, media and social media efforts for the agency. Direct oversight of two staff members including annual review process. Responsible for building relationships in the community to bring on additional accounts in a sales support role.

Account Manager – Borshoff (2009-11)

Account Associate – Borshoff (2009)

Managed a variety of communications efforts and worked as a contract employee for Eli Lilly & Company, including the development of patient-education materials; public affairs initiatives; website redevelopment; branding; media relations; exhibits; sponsorships; and navigating legal, medical and regulatory approvals. Served as a day-to-day contact for Lilly employees and a network of public relations firms. Tracked multiple budgets and served as a project manager for Lilly's advocacy, B2B, government affairs and medical client teams. Served as a project lead for Lilly Manufacturing and Quality communications, overseeing internal communications and development of an employee newsletter. Led Borshoff's media and social media team.

External Communications Specialist – Crowe Horwath LLP (2007-09)

Responsible for external communications including pitching, overseeing creation of and editing technical articles in trade publications; writing and distributing news releases; building media lists; managing reporting and metrics of communications team; writing content for weekly electronic newsletter; and editing and fact-checking external communications documents. Managed outside communications vendors and contract staff.

Member Communications Manager – Indiana Health Care Association (2005-07)

Planned and implemented all communications, oversaw public relations and marketing initiatives and managed communications budget. Assisted in lobbying, grassroots efforts and community initiatives. Responsible for creation of print and electronic publications and marketing materials, and media relations.

EDUCATION

B.A. Journalism (Public Relations and News Editorial); B.A. English – Butler University

Global Leadership Conference – IPREX

Intermediate Copy Editing and Grammar, Punctuation and Style – MediaBistro

Public Relations Management Software Training & Education – Vocus Users Conference

E-Marketing Training & Education – ExactTarget Conference

Media Spokesperson Readiness Seminar– Indiana Society of Association Executives

ACTIVITIES & SERVICE

Southeast Wisconsin Festival of Books Steering Committee member

Bryon Riesch Paralysis Foundation volunteer and committee member

Milwaukee Business Journal 2017 "40-Under-40" award recipient