

PROFILE

Experienced marketing and communications professional using my skill set and experience to develop strategies, campaigns, and organizational branding in an innovative and fiscally responsible manner.

EDUCATION

Loyola University Chicago
Chicago, Illinois

BA in Business Management
School of Continuing and Professional Studies
May 2018

English Major
September 1985—May 1988
Alpha Sigma Nu Honor Society

Certified Park and Recreation Professional Certification (CPRP) since 2016 through National Recreation and Park Association

SOFTWARE & APPLICATIONS

Adobe Creative Suite

- InDesign
- Photoshop
- Illustrator

Microsoft Office/365

- Word
- Excel
- PowerPoint
- Publisher
- Outlook
- Teams

Social Media Platforms

- Facebook
- LinkedIn
- Instagram
- YouTube

Online Applications

- Monday.com
- Hootsuite
- Animoto
- Constant Contact
- MailChimp
- Survey Monkey
- Ziflow

EXPERIENCE

Northbrook Park District, Northbrook, Illinois

Director of Marketing & Communications | September 2019 to present

- Provide strategic leadership of all marketing and communications initiatives for an autonomous park district serving a community of over 34,000 residents.
- Serve as a member of the District's Senior Leadership Team, working with the Executive Director and other Division Directors to strategically meet the needs of the District, community, Board, and staff.
- Responsible for management of an internal division of four staff.
- Contribute as an innovative team member on District-wide initiatives including Public Relations Strategy, Comprehensive Master Plan Update, Golf Course Construction Project Team Co-Lead, Techny Prairie Activity Center branding project, Heritage Oaks Golf Course rebrand, board policy manual review team, employee intranet project team, Leisure Center Renovation Project Team Co-Lead, Meadowhill Aquatic Center Renovation Project Team Co-Lead, and new website development team.
- Develop narrative for numerous successful grant proposals and award applications to generate revenue and raise awareness.
- Provide crisis communications and develop communications training for staff.
- Develop and maintain an annual division budget of \$900,000.
- Perform communication management and preemptive planning related to developing and implementing communications to the Board, staff, and community.
- Oversee the creation and implementation of hundreds of marketing campaigns annually along with strategic communications planning.
- Manage the District's partnership program, raising over \$60,000 in alternative funding in 2024.
- Collaborate with businesses and community organizations.

Palatine Park District, Palatine, Illinois | April 2012-August 2019

Communications & Marketing Manager | August 2016 to August 2019

- Responsible for management of an internal division of five staff.
- Developed and maintained annual budget of \$575,000.
- Oversaw creation and implementation of several hundred annual project requests for facilities, programs, and events.
- Collaborated with recreation and facility staff to develop marketing strategies.
- Served as the communications officer for special events and crisis task forces.
- Acted as District liaison to community groups.

Marketing Manager | November 2014 to August 2016

- Managed editorial content calendar across over 40 platforms.
- Provided direct supervision of the full-time Sponsorship Coordinator.
- Created over 30 videos for lobby screens and District events.
- Wrote over 100 press releases while establishing rapport with media contacts.
- Designed print collateral including flyers, posters, web graphics, and the 44-page Sounds of Summer program.

Marketing Coordinator | July 2013 to November 2014

- Created marketing timelines for dozens of special events and hundreds of designated programs.
- Coordinated with IT division to implement the creation of multiple video presentations in facilities.
- Designed and implemented community communications for Vision 2020 Strategic Master Plan initiative.
- Launched and promoted inaugural Sammy the Squirrel mascot program.

Marketing and Sponsorship Coordinator | April 2012 to July 2013

- Developed annual sponsorship program resulting in a 44% increase in revenue.
- Coordinated content management across social platforms.
- Wrote and distributed press releases.
- Assisted with graphic design projects as assigned.
- Contributed to an extensive photograph database of events, facilities, and parks.
- Created general and targeted newsletters for a variety of audiences.

South Barrington Park District, *South Barrington, Illinois* | April 1999 to April 2012

Communications and Marketing Coordinator | August 2003 to April 2012

- Directed all marketing and communication efforts in a one person creative department serving the needs of the entire District.
- Created marketing plans for events and programs, developed inaugural email database and District's new website, created an online and social environment for district marketing, designed print media projects including three seasonal 52-page full color program guides, wrote extensive public relations pieces including monthly magazine articles, executed a variety of special events, developed community partner program, and managed an annual budget of over \$300,000.

Accounts Receivable Coordinator | August 2000 to August 2003

- Managed accounts receivable for the park district including reconciliation of daily cash receipts.
- Coordinated billing and payments for membership dues in excess of \$1,000,000 annually.
- Created various facility marketing and print collateral.

Front Desk Supervisor, South Barrington Club Facility | February 1999 to August 2000

- Created an environment of exceptional customer service for patrons, club members, and guests.
- Coordinated all front line activities for the reception desk of a private tennis and fitness facility.
- Trained, scheduled and managed a staff of 15 part-time front desk employees.

PROFESSIONAL ASSOCIATIONS—LEADERSHIP and AWARDS

National Recreation and Park Association (NRPA) *(member 2016-present)*

- National Certification Board Member (2025 to present)

Illinois Park and Recreation Association (IPRA) *(member 2007-present)*

- IPRA Board of Trustees— At-large Representative (2024-present)
- IPRA Board of Trustees— Secretary (2025)
- IP&R Magazine Joint Editorial Committee (2020-present)
- Agency Showcase Task Force (2010-present)
- IPRA University Committee Member (2024-present)
- IPRA/IPRF Task Force (2025)
- IPRA ProConnect Board of Regents (2017-2020)
- Communications & Marketing (C&M) Section Director (2013)
- C&M Section Professional of the Year Award Recipient (2013)
- Conference Programming Committee C&M Co-chair (2011-2013)
- C&M Section Commitment Award Recipient (2011)
- C&M Section Rising Star Award Recipient (2009)
- C&M Bootcamp Committee (2008)

Women in Leisure Services—Chi Chapter (WILS) *(member 2018-present)*

- Past President & Scholarship Chair (2024-present)
- President (2022-2024)
- Membership Director (2021-2022)
- Secretary/Outreach Director (2018-2021)

Illinois Park and Recreation Foundation (IPRF)

- Board of Trustees (2022-2023)
- Events Committee (2021-2022)

Northbrook Chamber of Commerce and Industry

- Member (2019-present)

Suburban Park and Recreation Association (SPRA)

- Newsletter Chair (2011-2018)

one-five Foundation (Education Foundation of Community Consolidated School District 15)

- Board of Trustees (2019-2022)
- Vice-Chair (2020-2022)

Palatine Area Chamber of Commerce

- Board of Directors—Park District Liaison (2013-2019)
- Women in Business Scholarship Chair (2014-2018)
- Heart of the Community Award Recipient (2015)
- Women in Business Advisory Forum Co-Chair (2013-2014)

EDUCATIONAL ATTENDANCE, PRESENTATIONS, and PUBLISHED ARTICLES

Educational Programs Attended

- IAPD/IPRA Soaring to New Heights Conference (2007-present)
- National Park and Recreation Association Conference (2016, 2018, 2021-present)
- Women in Leisure Services LeadHERship Conference (2019, 2022-present)
- Great Lakes Park Training Institute—Women In Parks Leadership Certificate (2024)
- IPRA Communications and Marketing Summit (2024-present)
- IAPD Legislative Conference (2022-present)
- IAPD Legal Symposium (2022-present)
- IAPD Leadership Institute (2022)
- IPRA Safe Zone Conversation, Northbrook Park District—LGBTQ+ (2021)
- Leadership Northbrook (2019-2020)
- IPRA Leadership Academy Level 3 Leading Your Agency, with Honors (2017-2018)
- HOW Design Live Conference (2017)
- IPRA ProConnect Program (2016-2017)
- National PTA Convention (2014 & 2016)
- IPRA Supervisor Symposium (2011)
- IPRA C&M BootCamp (2008)

Educational Presentations Given

- *Data Over Drama: Marketing Moves that Actually Deliver*, Amilia On Demand Webinar, co-presented with Chris Nunes (2025)
- *Leadership & Volunteerism Panel*, Women in Leisure Services Annual Meeting (2024)
- *Marketing Moguls Panel*, IPRA Communications & Marketing Section Education Event (2024)
- *First Impressions That Last*, Women in Leisure Services Chi Chapter Lunch & Learn (2024)
- *Planning for Capital Project Grants (co-presenter)*, IAPD/IPRA Soaring to New Heights Conference (2024)
- *The ABCs of Branding*, IPRA Facility Management Workshop (2021)
- *Promoting the Arts from A to Z*, IPRA Cultural Arts Committee (2019)
- *Program Promotion from A to Z*, Wisconsin Parks and Recreation Association (2019)
- *Non-traditional Programming in Parks and Rec*, Wisconsin Parks and Recreation Association (2019)
- *First Impressions That Last*, IAPD/IPRA Soaring to New Heights Conference (2019)
- *Gardening with a Purpose (co-presenter)*, IAPD/IPRA Soaring to New Heights Conference (2019)
- *Non-traditional Programming in Parks & Recreation (co-presenter)*, IAPD/IPRA Soaring to New Heights Conference (2018)
- *First Impressions that Last*, Illinois PTA State Convention (2017)
- *Communications & Publicity for your PTA*, Illinois PTA State Convention (2017)
- *Promoting Your Programs from A to Z*, IPRA Supervisor Symposium (2013)

Published Articles

- “Sustainable Construction Decisions: A natural solution for the Northbrook Park District,” NRPA Parks and Recreation Magazine, January 2022
- “Collaborative Communication Serves Two Neighboring Communities (co-author),” *IP&R Magazine*, November/December 2020
- “Palatine Storywalk: A Partnership to Promote Literacy in our Parks,” *IP&R Magazine*, July/August 2019
- “Promoting Parks & Recreation,” *Parks and Recreation Business Magazine*, August 2018
- “Intergovernmental Cooperation Enhances Community Resources,” *IP&R Magazine*, May/June 2016
- “Keeping the Community in Communications and Marketing,” *IP&R Magazine*, November/December 2014
- “Program Promotion from A to Z,” *IP&R Magazine*, November/December 2013
- “Greening Your Technology (co-author),” *IP&R Magazine*, March/April 2013