

SUMMARY

- Creative marketing and graphic design professional with excellent communication and organizational skills
- Tireless volunteer and board member for several civic and community organizations throughout the city
- Fluent in Spanish

PROFESSIONAL EXPERIENCE

EMCS, INC. 5/2004 - Present

Creative Strategist

- Develop marketing themes/strategies to position the women-owned civil engineering firm to win contracts
- Design all marketing materials to promote the firm to potential clients and the community at large
- Manage, coordinate, design, write and direct the production of proposal efforts and client interviews

MILWAUKEE BAR ASSOCIATION 5/2003 - 5/2004

Director, Lawyer Referral & Information Service (LRIS)

- Managed all aspects of the LRIS program, including all marketing, revenue generation, committee and volunteer coordination and appropriate recordkeeping
- Conducted presentations about the service to corporations, unions and community-based organizations
- Hired, trained and managed staff
- Redesigned and maintained the monthly newsletter, *The Messenger*
- Developed cutting-edge materials for the Milwaukee Bar Association

HNTB CORPORATION ARCHITECTS ENGINEERS PLANNERS 10/1998 - 5/2003

Senior Creative Coordinator

- Developed marketing themes/strategies to position the 10-state, Great Lakes Division to win high-profile, multi-million dollar projects
- Managed, coordinated, designed, wrote and directed production for major proposal efforts and interviews
- Monitored marketing/graphics deadlines to ensure quality, on-time deliverables
- Mentored graphics design staff
- Managed division photography, photo shoots
- Provided graphics and software training to marketing staff

CH2M HILL ENGINEERS SCIENTISTS PLANNERS 8/1990 - 10/1998

Technical Publication Specialist 12/1995 - 10/1998

- Managed, coordinated, edited and ensured quality production of technical reports and proposals
- Designed and managed intranet site for Regional Publications department

Administrative Assistant

6/1992 - 12/1995

- Administered project files, correspondence and scheduling for a three-year, multi-million dollar Air Force Base site remediation program

Mailroom Clerk

8/1990 - 6/1992

- Responsible for receiving and distributing all internal and external correspondence

FREELANCE WORK

Consultant

- Provide marketing and graphic design services to community organizations, up-start businesses, law firms, civil engineering firms and national banks

Artist

- Create original acrylic on canvas art pieces to raise money for social causes

EDUCATION

BA, Mass Communication
(emphasis in Public Relations),
University of Wisconsin-Milwaukee, 1995

AFFILIATIONS/ ORGANIZATIONS

WOMEN'S FUND OF THE GREATER MILWAUKEE FOUNDATION

Communications Committee Member
9/2000 - 1/2004
Communications Committee Co-Chair
1/2004 - Present

YOUNG PROFESSIONALS OF MILWAUKEE (YPM)

(affiliated with the MMAC)
Founding Creative Council Member,
Mosaic Council Member
8/2001 - Present

LATINO COMMUNITY CENTER

Member, Board of Directors
9/2002 - 9/2004
Vice President, Board of Directors
9/2004 - Present

HISPANIC PROFESSIONALS OF GREATER MILWAUKEE (HPGM)

Communications Committee Chair
1/2003 - Present