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## **University of North Carolina at Chapel Hill**

**Chapel Hill, NC**

### **Finance and Administration Service Center of Excellence**

#### **Website and Digital Services Specialist: June 2016 – Present**

- Provide strategic support and guidance for Finance and Administration division-wide digital communications.
- Develop and edit content including copy and graphics across 14 departmental websites.
- Produce and distribute e-newsletters across the division, track delivery and open rates.
- Develop training materials and general guidelines for content-management system (WordPress) within the division.

### **UNC Student Stores**

#### **Website Merchandising and Marketing Manager: March 2013 – May 2016**

- Implemented an integrated marketing approach to online merchandising leading to 133% sales growth.
- Managed and maintained UNC Student Stores' e-commerce web site including a full site redesign in July 2014.
- Helped develop an RFP for a Strategic Integrated Marketing Communications Plan.
- Coordinated with Stamats, Inc. and the store's marketing team to conduct market research, develop rebranding projects, and implement the resulting marketing communications plan.
- Developed, implemented, and marketed a campus organization/departmental ordering program for University licensed merchandise.

#### **Bull's Head Bookshop Retail Marketing Assistant: October 2010 – March 2013**

- Received shipments from publishers and vendors and confirmed inventory levels.
- Communicated Bull's Head purchasing options to university department managers and administrative staff.

### **Merge Records**

**Durham, NC**

#### **Sales and Marketing Director: September 2000 – October 2009**

#### **Film and Television Licensing Coordinator: September 2000 – December 2005**

- Managed sales and marketing functions for all releases including two **Billboard** top ten debuts.
- Developed sales and marketing materials including one sheets and power point presentations for all releases.
- Prepared financial information and compiled industry data for weekly reports at staff meeting.
- Supervised retail assistant, mail-order department, and shipping and receiving department.
- Developed and maintained relationships with film and television music licensing professionals.
- Reviewed and edited legal documents for approval of master use licensing.
- Organized and stage-managed several music festival events.

### **Redeye Music Distribution**

**Haw River, NC**

#### **Regional Sales Representative: September 1997 – September 2000**

- Developed and maintained a national customer database.
- Developed marketing programs and sales tools.
- Assisted in management and training of field sales representatives.

## **Professional Musician**

**Chapel Hill, NC**

### **Bassist/Guitarist/Publicist: October 1992 – June 1998**

- Played bass and guitar in several touring and recording rock bands.
- Booked, organized, and publicized shows including a successful fundraiser for Musician's Health benefits.
- Held several part-time jobs in retail and in food service with responsibilities including management, scheduling, marketing, and customer service.

## **International Paper**

**Purchase, NY**

### **Corporate Communications Coordinator: May 1990 – September 1992**

- Compiled and distributed a daily news summary to the CEO and operating managers.
- Wrote and edited articles for employee newsletter with a circulation over 50,000.
- Wrote and edited corporate press releases for quarterly earnings.
- Contributed to annual report and quarterly investor relations publications.
- Assisted Media Relations Director with focused print media campaigns regarding state and federal environmental legislation.

## **Education**

### **Manhattanville College**

**Purchase, NY**

#### **Bachelor of Arts in Communication Arts, May 1990**

- Kenneth F. Johnson Leadership Scholar 1988
- Editor-in-Chief TOUCHSTONE campus newspaper, September 1987 – May 1988
- Four-year letter winner, varsity lacrosse