

Experience**International Mountain Bicycling Association (IMBA)****Membership & Content Manager**

2015–Current

- Oversee the systems and processes for 40,000 membership registration and renewals
- Manage Drupal-based website, CiviCRM database and social media platforms
- Lead creation of email marketing, print marketing and social media messaging
- Generate video and still photography for marketing and documentation of mission work
- Grew 2015 membership 21 percent generating \$1.4M in revenue
- Growing 2016 membership at over 20 percent
- Lead a team of five staff members

Interactive Marketing & E-commerce Specialist

2013–2015

- Coordinated and created content for digital marketing platforms
- Drupal-based website content management and marketing creation
- CiviCRM database management, reporting and feature improvements
- Created and established new Twitter and Instagram accounts
- Increased IMBA.com website traffic from social media 47 percent year-over-year
- Managed e-commerce store with annual sales of \$140,000

Consortium Productions, LLC**Managing Partner/Owner**

2010–Present

- Produce images, video, audio and other multimedia for broad marketing use
- Produce photos and video for newspapers and other national editorial publications
- Photograph high-end weddings and social events
- Plan and manage content creation of portfolio websites for small businesses
- Educate clients on web-based marketing and SEO/SEM.

Boulder Daily Camera**Staff Photojournalist**

2004–2008

- Produced award winning daily photo and video work
- Helped develop new forms of web-based multimedia
- Trained photography staff on creating multimedia and online video
- Managed photography department staff and schedule during photo director's absence

Education**University of Denver**

2010

Masters of Arts Degree 2010
Digital Media Studies

Metropolitan State College of Denver

2004

Bachelors Degree
Major – Journalism with Photojournalism emphasis
Minor – Sociology

Skills

- Adobe Creative Cloud: Photoshop, Lightroom, Premier and InDesign
- Content Management Systems: Drupal, WordPress and e-commerce platforms
- Management Tools/Reporting: Facebook, Instagram and Twitter
- Reporting and Implementation of Google Analytics and AdWords (SEO/SEM)
- Database/CRM Management
- Email marketing: List building, A/B Testing and Reporting

Personal Summary

Rides bikes for lucidity and joy. The most difficult barriers people face are mental, not typically physical.