
PROFESSIONAL SUMMARY

Vision-driven change agent with career-long record of operations leadership and marketing innovation for leading organizations

Proven talent for aligning business and institutional strategy with established operations, business development, and marketing management paradigms to achieve maximum operational impacts with minimum resource expenditures. Growth-focused thought leader with expertise spanning project management, process optimization, audio and video production, client relationship management, sales and marketing strategy development, HR initiatives, event and program development, management development, technology solutions, and cross-functional team leadership. Exceptional administrator with keen interpersonal, communication, and organizational skills.

PROFESSIONAL EXPERIENCE

CELESTIAL CYCLES, OKLAHOMA CITY, OK 1/2016 – PRESENT

GENERAL MANAGER (CONSULTANT)

- Spearhead social media, website, signage and ecommerce campaigns to boost awareness and brand building.
- Conducted research, sourced, integrated and manage new POS system and barcode price tags to improve inventory control and check out speed.
- Partner with owner in a coaching and mentoring role on best business practices and customer service.
- Deliver superior customer service to elevate customer satisfaction through excellent sales service and product knowledge.
- Verify items are in-stock and shop is kept neat, clean and organized at all times.
- Collaborate with shop technicians to support them with minor repairs in order to reduce wait time.
- Order, track, and receive inventory; certify correct quantities are received.
- Streamline customer register transactions and opening/closing procedures to support front-end efficiency.
- Maintain financial transactions in QuickBooks and reconcile accounts monthly.

ALY CENTRIFUGE, PROSPER, TX 4/2014 – 12/2015

VICE PRESIDENT OPERATIONS SUPPORT

- Directed Operations Support Team (HR, IT, Marketing, Communications, Fleet and HSE) to ensure provision of the best possible internal support to all departments; supported the effective and efficient running of company operations.
- Originated, developed, and oversaw the Company's external marketing plan and internal communication to ensure a consistent and professional message.
- Cultivated strong professional relationships with outside agency on Companies initial brand and creative development.
- Charted the Company's Art Direction in order to create a consistent corporate brand and ensure our efforts championed a steady and professional image that met all brand standards.
- Administered four member HR staff in the administration of the Company's policies and procedures.
- Controlled all welfare benefits and 401(k) of the company through selection, implementation and cost structure negotiations and development.
- Governed all new hire, training, onboarding, promotion/salary change, leave of absence, time off and termination process.
- Entrusted with managing highly confidential HR and legal information in a professional and effective

- manner.
- Orchestrated programs and projects related to HR, Benefits and Employee Relations and presented to CFO, COO and President.
 - Deescalated, assessed, and resolved issues regarding employee complaints and company policies and procedures.
 - Facilitated training and coaching of department staff, operations support staff and administrative staff.
 - Mentored and inspired new hires, field staff and administrative staff to ensure consistent training on company policies and procedures and provide all employees with the necessary tools for a safe and compliant work environment.
 - Navigated agreement and implemented ADP WorkForce Now as Companies HRIS, Payroll, and Benefits platform.

UNITED CENTRIFUGE USA, CELINA, TX 9/2013 – 4/2014

HSE COORDINATOR

United Centrifuge USA became Aly Centrifuge in April 2014

- Hired as company's first HSE employee; defined HSE policies and procedures and foster a culture dedicated to safety
- Organized key training and support to ensure OSHA compliance and employee safety.
- Carried out safety audits, incident investigations and maintained incident logs.
- Authored initial HSE manual, incident reports, fleet tracking and drug testing program.
- Mobilized all the ordering of safety equipment and ensured distributed to field.
- Established and disseminated all Safety policies, procedures, practices and training materials.
- Kept abreast of current safety literature and attended relevant seminars and meetings to ensure ongoing preparedness on topics related to safety improvement and hazard prevention.
- Promoted to Vice President of Operations support when Company was acquired.

CHESAPEAKE ENERGY CORPORATION, MARKETING AND COMMUNICATIONS, OKLAHOMA CITY, OK 8/2011 TO 9/2013

PRESENTATION SPECIALIST

- Crafted persuasive and engaging presentations for executive leadership that effectively communicated the desired message.
- Project managed special projects requiring a broad range of marketing and technical expertise.
- Served as key contributor and primary company contact for internal support relating to brand standards and presentations.
- Updated and maintained internal resource library containing approved templates, videos, illustrations, animations and logos, as well as library of company facts that were used in presentations and on websites.
- Evaluated and fulfilled external requests for company created animations, video and illustrations.
- Conceptualized, developed, and launched email marketing campaigns and analyzed results.
- Scrutinized data analytics and provided recommendations to improve SEO and responsive design.

LIFECHURCH.TV, EDMOND, OK 11/2008 TO 8/2011

DIGERATI PRODUCTION & CONTENT MANAGER

Lifechurch.tv is a 29,000 plus member non-profit organization

- Supervised all production aspects for weekly hour long on-line video content for global audience, including many concurrent projects of ranging scope.
- Produced live video webcast for the YouVersion app with over 20 million users.
- Bolstered marketing operations through for YouVersion to increase awareness and increase downloads.
- Coordinated pre-production and staffing for on location video shoots.
- Appointed production liaison for LifeChurch.tv and YouVersion.
- Ensured delivery for desk and mobile devices resulting in over 2 million downloads a year.
- Aligned objectives with development and content team to manage online video in FaceBook, YouTube, and Roku.
- Encoded content to meet requirements of multiple devices including mobile handsets and desktop

devices.

- Confirmed that use rights and clearances were properly pursued and secured.
- Traveled abroad to meet and train volunteer teams to improve video production efficiency and consistency.

LIFECHURCH.TV, EDMOND, OK 05/2007 TO 11/2008

VIDEO PRODUCER

- Advanced production of original long-form content from field production to the final edit.
- Optimized organizational work flow and projects with writers and content teams.
- Cooperated with content team and directors to ensure final product met department standards.

WOODLANDS CHURCH, THE WOODLANDS, TX 11/2003 TO 5/2007

DIRECTOR STUDENT MINISTRY PRODUCTION

Woodlands Church is a 16,000 plus member non-profit organization with 5,000 plus students

- Operated all aspects of AV production for large student ministry.

SPRINT, HOUSTON, TX AND NEW ORLEANS, LA 8/1998 TO 6/2001

MARKETING ANALYST

- Recognized for piloting the launch of Sprint PCS in Houston; the most successful launch in company and wireless history.
- Negotiated, planned and managed sponsorships; identified a handset (cell phone) vendor; negotiated the sponsorship of the Houston Livestock Show and Rodeo (35K) and the New Orleans Jazz and Heritage Festival (65k) sponsorships.
- Oversaw all planning, and managing of events, store grand openings, trade shows and meetings.
- Fostered strong working relationships with 6 handset vendors on local initiatives including training, product roll out, contest and event sponsorships for the Houston and New Orleans Markets.

BRITCHES GREAT OUTDOORS, THE WOODLANDS, TX AND PEORIA, AZ 11/1995 TO 06/1998

ASSISTANT MANAGER & SALES ASSOCIATE

- Elevated store performance; managed both staff and retail store operations; consistently performed above sales quota.

ADDITIONAL EXPERIENCE:

FILTRFISH MEDIA GROUP, THE WOODLANDS, TX AND EDMOND, OK 6/2007 TO PRESENT

STRATEGIC CONSULTANT & PRINCIPAL (PART TIME)

- Freelance Presentation Specialist for Pineapple Crush.
- Freelance web-developer and consultant for Blackstar Energy Services
- Pioneered brand development, web/print design and project management initiatives and established FiltrFsh Media Group to meet customer demand in the latter arenas.
- Operated as a freelance project manager for Sprint handling trade shows and store grand openings as well as for Patterson-UTI supporting; web, video and design needs.
- Produced videos as a freelancer for Blanche Lincoln for Senate Campaign.
- Garnered the Google Trusted Photographer title for integrity and high quality of work.

EDUCATION AND CREDENTIALS

BACHELOR OF SCIENCE (B.S.) IN INTERDISCIPLINARY STUDIES, 2015

*University of Houston Downtown, Houston, TX
Minor in General Business*

ASSOCIATE OF ARTS DEGREE (A.A.) IN MARKETING, 2005

Lone Star College, The Woodlands, TX

CERTIFICATIONS:

RIGPASS (SAFELAND USA) – INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS
BASIC ORIENTATION – PEC SAFETY
BREATH ALCOHOL TECHNICIAN – LIFELOC TECHNOLOGIES
OSHA 511 – TEXAS A&M ENGINEERING EXTENSION SERVICES
CERTIFIED BEER SERVER – CICERONE PROGRAM

TECHNICAL ACUMEN

Systems: Mac and PC Operating Systems

Equipment: Pro line of Panasonic Cameras, Canon SLR Cameras, Yamaha mixers and digital audio recorders.

Languages: Familiar with HTML and CSS

Software Used: Adobe Creative Suite (Photoshop, Illustrator, Acrobat Pro, InDesign, Premier and Audition), Quickbooks, Dreamweaver, Microsoft Office Suite, Quark Express, Coda, FTP, Episode Engine, Final Cut Studio, Screen Flow, PowerPoint, Keynote, Pro-Presenter, Prezi, Media Shout and Pro-Tools.

Other Applications: ADP WorkForce Now and Resource, Basecamp, CMS Systems, YouTube Partner, Snapchat Geofilter Advertising, WAZE Advertising, Facebook/Instagram Advertising, Microsoft Office 365 Administration, Newton Software Applicant Tracking, Google Street View, SEO, USPS EDDM, Hootsuite, Email Marketing and Analytics.

PROFESSIONAL AFFILIATIONS

HEARTS FOR HEARING FOUNDATION, OKLAHOMA CITY, OK 2/2012 – 1/2015

DIRECTOR OF THE BOARD

- Served on the board during initial phase of 11 million capital campaign
- Art directed and managed rebranding of organization.

ADDITIONAL INFORMATION

Hobbies: Cycling, skiing, and camping.

References available upon request