

QUALIFICATION SUMMARY

Practiced communication professional with an entrepreneurial mindset. Self-starter with proven record of developing and managing action-oriented strategic plans. Able to facilitate collaboration amongst industry and community stakeholders on relevant and timely issues. Skilled communicator and published journalist with strong graphic design capabilities. A strong skillset in communications, public relations, marketing, government relations, and organizational development.

HIGHLIGHTS & EXPERTISE

- Graphic design
- Marketing and communications
- Issues management
- Government relations
- Social media
- Strategic planning
- Strong computer skills, tech savvy
- MS Word / Adobe Creative Suite
- Public speaking and presenting

EXPERIENCE

- Owner & Founder of All Ag Media, Prince Frederick, Md.** **Sept. 2016 to present**
- Develop and manage strategic marketing and communication plans for farms and agricultural organizations.
 - Create and publish strategic communication materials including websites, reports and white papers, marketing materials (flyers, advertisements, etc.), and social media.
 - Content development for digital marketing efforts including social media, blogs, newsletter snap web copy.
 - Coach and assist organizational leadership in building coalitions with stakeholders - develop messaging for public affairs initiatives and provide talking points.
 - Analyze and report initiative outcomes.
 - Proactively work with organizational clients to develop outreach and marketing strategies for key audiences.
 - Develop public relations strategies to earn and maintain media attention.
 - Manage multiple client budgets, oversee all aspect of communication projects.
- Owner of Monnett Farms, Prince Frederick, Md.** **Sept. 2007 to present**
- Launched farm business with husband on his family property with no prior background in agriculture
 - Obtained necessary financing and certifications to operate farm business in Maryland
 - Built direct-sales meat business in Calvert County through direct marketing and word of mouth, sales at local farmers' markets
- Freelance Writer, Delmarva Farmer, Easton, Md.** **2009 to present**
- Frequent contributor to Delmarva Farmer, focused on human-interest pieces, farmer profiles and timely agricultural issues
 - Occasional editorial contributor
- Creative Director, Ads Next, Baltimore, Md.** **2010 to 2016**
- Managed portfolio of 50 clients worth \$2 million in revenue at start-up digital marketing agency
 - Managed creative team of 5+ individuals to deliver marketing services to clients
 - Liaison with national dental association, managing the association's marketing efforts and membership outreach
 - Managed corporate digital marketing initiatives focused on assisting the sales team goal to secure ten new clients per month
 - Produce monthly reports for clients to analyze marketing efforts
- Office Manager & Gemologist, Maertens Fine Jewelry, Solomons, Md.** **2003 to 2010**
- Managed full- and part-time employees between two store locations
 - Hired and trained staff for sales team
 - Launched company's first website and social media accounts

EDUCATION & TRAINING

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| MA, Strategic Communications, American University | Expected Graduation 2021 |
| Fellow, Partners in Advocacy Leadership, American Farm Bureau Federation | March 2019 |
| BA, Communication Studies (Marketing Minor), University of Maryland University College | December 2017 |
| Fellow, LEAD Maryland, LEAD Maryland Foundation, Inc. | March 2017 |
| AA, General Studies, College of Southern Maryland | December 2002 |