



## SUMMARY

Strategic communications and marketing professional with proven success leading integrated fundraising and brand campaigns for mission-driven organizations. Currently serving as Advancement Manager of Communications at the Center for Creative Education, overseeing email marketing, direct mail, media relations, events, and creative production that have collectively generated \$4.6M+ in philanthropic revenue. Experienced in managing high-profile events, press partnerships, and multi-channel storytelling that drives donor engagement, attendance, and community visibility. Bilingual in English and Spanish.

## EDUCATION

### Master of Ethics and Organizational Leadership (In Progress)

Palm Beach Atlantic University,  
West Palm Beach, FL  
Expected Graduation: 12/2026

### Bachelor of Arts in Public Relations

Palm Beach Atlantic University,  
West Palm Beach, FL  
Graduated: May 2024

## CORE COMPETENCIES

- Strategic Communications & Messaging
- Nonprofit Marketing & Advancement
- Fundraising Campaigns (Email, Direct Mail, Events)
- Media Relations & Press Placements
- Event Marketing & Production
- Brand Management & Creative Direction
- Social Media Strategy & Content Creation

## LANGUAGES

- English
- Spanish (fluent)

## PROJECTS

### National Bateman Competition

Spring semester project | 01/2024 - 04/2024

- Assisted in a national campaign for *Culturs Magazine*
- Conducted research and developed a thorough analysis
- Conducted focus groups
- Ran Instagram and TikTok accounts
- Planned event at Palm Beach Atlantic University

## WORK EXPERIENCE

### Center for Creative Education

Advancement Manager, Communications | 07/2024 - Present

- Lead integrated communications and marketing strategy supporting fundraising, enrollment, and community engagement, contributing to \$4.6M+ raised through events, direct mail, and end-of-year campaigns
- Plan and execute high-profile fundraising and community events, including Tommy Hilfiger Luncheon (150+), The Art of Giving (200+), Groundbreaking (300+), and Ribbon Cutting (350+)
- Own donor-facing communications across email marketing, direct mail, website content, invitations, and program books, ensuring consistent brand storytelling
- Manage and maintain the organization's website, overseeing backend updates and campaign-related content
- Develop and oversee creative assets including videos, Reels, social media campaigns, print advertisements, and branded collateral
- Lead media relations and secure earned coverage with outlets such as Palm Beach Society, Palm Beach Illustrated, Palm Beach Post, WPTV, and WFLX
- Manage marketing budgets and external vendors to ensure cost-effective execution across digital, print, and event channels

### The School District of Palm Beach County

Afterschool Counselor | 09/2022 - Present

- Maintain a relationship with parents in English and Spanish
- Handle payments and manage accounts
- Create and plan events for the summer camp program (2023 & 2024)
- Use of Microsoft Word, Canva, and Excel daily

### The Studio 1016

Internship | 05/2023 - 08/2023

- Maintained brand and business image
- Assisted with projects and collaborations
- Worked on member and community outreach
- Worked on social media and stayed connected with followers
- Planned interactive events for members