

where i've worked

Sensory | project manager | jun 2012 – jun 2014

for developer of cutting-edge speech-recognition software and hardware for mobile phones and other consumer electronics

- + managed large development projects for high-profile customers including Google, Intel, Samsung, Motorola, Panasonic and others
- + ideated and implemented project-management and quality-control systems and procedures
- + led customer communications on projects
- + drafted statements of work and development agreements
- + developed and managed patent log
- + managed Portland office facilities, including relationship with property manager and landlord
- + designed and spearheaded office renovations and managed relocation of 23 staff to new space in spring 2014

SportsOne (today Etzel Agency) | marketing development manager | feb 2010 – aug 2012

spearheaded marketing efforts for Portland, OR-based national sports and entertainment marketing agency which creates, manages and executes strategies and experiences—TrackTown12 at 2012 U.S. Olympic track and field trials, Safeway Smoothie Revolution at Nike Women's Marathon, Oregon Sports Awards at Nike World Headquarters and more—for partners ranging from Fortune 500s to entrepreneurs

- + wrote and designed pitch materials, partnership proposals, recap reports, press releases and other communications collateral
- + assisted with experience production, project management and presentations to potential partners; developed and managed agency and experience websites; drafted representation and partnership agreements
- + ideated, wrote and presented to teammates agency's inaugural vision, mission and core values statements

Fournier Group | director of special projects + executive assistant to ceo | feb 2009 – feb 2010

assisted head of dynamic Portland, OR-based regional insurance agency with marketing, operations and strategic initiatives

- + oversaw agency branding; managed event sponsorships; wrote copy for event brochures
- + helped manage headquarters office and led design and furnishing of new office
- + created and implemented systems and documentation for human resources, operations and technology departments; supervised in-house IT support technician and managed relationship with technology consultant; served as liaison to outside counsel on business issues

lululemon athletica | sales associate, assistant manager + inventory coordinator | 2005 – 2006

as member of New York launch team, helped introduce yoga-inspired apparel brand to new market; sold, merchandised and managed inventory and operations at New York retail showroom in SoHo and Portland retail store in Pearl District

- + produced promotional events at New York fitness studios; created e-blasts promoting trunk shows, showroom sales and other events; wrote compendium of New York yoga studios
- + scouted locations for first New York retail store
- + led design, furnishing and initial inventory stocking of retail showrooms in New York and Boston

Do Yoga | founder + president | 2004 – 2005

conceived, launched, marketed, managed and taught classes at yoga studio in Memphis, TN art gallery

- + established launch plan and PR strategies resulting in local television appearances and newspaper coverage
- + developed brand identity and website; managed instructors; spearheaded substantial growth in class participation

where i worked in a former life

White & Case | litigation attorney | 1990 – 1994

drafted pleadings, discovery materials, motions and other court documents; conducted and defended depositions; researched legal and factual issues and wrote memoranda; supervised legal assistants; appeared in court for clients

where i've studied

University of Virginia McIntire School of Commerce | bachelor of science with distinction | may 1987

3.83 overall GPA; Dean's List every semester; received Shannon Award and membership in Raven Society for academic performance

University of Virginia School of Law | juris doctor | june 1990

semi-finalist in Lile Moot Court Competition; received First-Year Appellate Brief and Oral Argument Award

what i enjoy

yoga HIKING dogs *whole-body cycling* TRAVEL movies modern art+design *music* food carts **coffee** PORTLAND TIMBERS

