

experience

Urban Gateways: Center for Arts Education April 2007 - Present

Marketing & Communications Manager

Develops and implements annual marketing plan to promote programs, build visibility and support for the organization, maintain existing relationships and generate new business.

- Works with staff and vendors to manage development of new website
- Develops and implement strategies to increase program sales
- Manages production of program and development related publications
- Manages exhibitions, vendor fairs, showcases, and other promotional events
- Presents on behalf of Urban Gateways and the field of arts education
- Builds relationships with parent, teacher, and administrator organizations as well as legislators and community-based organizations

Chicago Public Schools January 2006 - April 2007

External Relations Coordinator, Office of New Schools

Designed marketing materials for community outreach, developed promotional packets and press releases, managed website content, edited monthly electronic newsletter, respond to internal and external inquiries, presented initiative overview on behalf of the department, and strategized for event planning, and relationship building for new schools.

- Increased monthly newsletter readership from 350 to over 800
- Co-managed grand opening events for 15-20 new schools per year
- Facilitated activities to integrate new schools with district wide and national events
- Enhanced online presence by managing website redesign project
- Promoted promise of new schools through design and distribution of timely and accurate information

Saedi, Inc. May 2004 - June 2006

President

Designed and produced various marketing print collateral as well as provided research and development for business planning, strategic decision making, and concept development.

- Supported design needs of entrepreneurs and non-profit organizations
- Provided business consulting and design service for individuals to launch new companies or take existing ones to the next level

consultancy

Chicago Public Schools April 2008 - January 2009

Community Transition Advisory Council (C-TAC) Liaison, Consultant

Served as the voice of Renaissance 2010 to guide a fair and open process of new school recommendations that reflected community needs and interests.

- Coordinated bi-monthly advisory council meetings
- Strengthened relationships with community stakeholders
- Oversaw community outreach events and activities
- Managed operational aspects of the advisory council

High Jump December 2005 - July 2008

Designer, Consultant

Designed marketing materials for event promotion and organizational branding.

- Enhanced organization's image through newly designed print collateral
- Supported design needs of over 25 board members
- Coordinated communications with printers to ensure high quality materials

presentations

Marwen, College & Career Programs 2008

Presenting Yourself as a Professional Designer

Presented to high school students on tips for public speaking, presenting to potential clients and pitching concepts to your clients.

Chicago Public Schools, Office of New Schools 2008

Incorporating Arts in Your New School

Presented to design teams on the significance of arts education in schools and the various options for programs.

Chicago Leadership Academies for Supporting Success, LAUNCH 2007

The Role of New Schools in Educational Change

Co-presented to aspiring principals on how to become involved in the new school movement.

internships

Comadres, Inc. Fall 2005

Design Intern

Worked on research and design of contract proposals, client pitches and marketing campaigns for multicultural initiatives in new product/service development.

Nia Architects Summer 2004

Architectural Intern

Performed scattered site surveys of Chicago Housing Authority properties for ADA compliance.

Chicago Public Schools, Department of Human Resources Summer 2003

Assistant Coordinator, Summer Fellows Program

Worked on program development, planning, and implementation for a summer internship program for college students interested in teaching with Chicago Public Schools.

education

Institute of Design - Illinois Institute of Technology August 2003 - May 2005

Master of Design, Design Planning

Human centered innovation for framing problems, identifying opportunities, and proposing strategic solutions through understanding observation and research, technology, market forces, and organizational structures.

University of Illinois at Urbana-Champaign August 1998 - May 2003

Bachelor of Fine Arts, Industrial Design

User-centered design curricula, that explored a wide range of products from the conceptual to the technologically complex with emphasis placed on sketching, mock-ups, technical drawings, research, human factors and computer applications.

affiliations

- Young Non-Profit Professionals Network
- Americans for the Arts
- American Marketing Association

programs

- Adobe: Illustrator, InDesign, Photoshop
- Microsoft: Excel, Powerpoint, Publisher, Word