

Areas of Expertise and Training

- Development of largescale innovative video, interactive game & Web design, digital content programming initiatives – for Branding, Marketing, Educational, and Instructional purposes
- Directing/Producing/Editing – video / motion animation for programs & commercials
- Television Programming & Magazine Publication Co-Production Development
- Organizational and Crisis Communication Coordination & Planning (university divisional level)
- Public Relations, Media Releases, Promotions & Marketing Publications
- Development of Strategic Marketing & Branding Campaigns
- Focus Group Design, Research & Data Collection for Branding/Marketing/Messaging
- Public Speaking, On-air Talent, Liaison with Marketing & Media Partners
- Professional Writing, Script Writing
- Web Design & Development
- Search Engine Marketing, optimization, mobile integration, digital marketing planning & analysis, SEO/SEM, analytics, metrics, KPIs, UX Web/Mobile Design & Marketing
- Video Game/Mobile Native App Creation & Design,
- Gamification for User Engagement and Business Value Creation
- Data Management of Digital Assets, Customer Identity Management
- Digital Content & Graphic Design - online media and traditional marketing
- Social Media Marketing Campaign Development Design, Strategy, Implementation, and Outcome Based Measurement Reporting across all channels
- Staff Supervision, Budget and Operations Management
- Grant Writing and Funding Acquisition

Employment History

Feb 2016 – Present

Communications Coordinator - The University of Texas - Rio Grande Valley – Division of Research, Innovation & Economic Development

- Create & implement a strategic marketing and communication plan for the Division.
- Responsible for Media Coverage Coordination, Promotions & Marketing,
- Promotion of UTRGV College's, Division's, & Department's research efforts, programs, grants, & student research initiatives
- Coordinates & Communicates with all stakeholders, outside agencies, partners in creating key messages

Aug 2012 – March 2016

**Principal/Co-Owner of Virtual Media Mavens, LLC –
Online Marketing & Digital Content Creation Agency**

www.VirtualMediaMavens.com

- Web Design for *Custom, *interactive, *eCommerce, *Membership sites; SEO, Google AdWords, Graphic & Motion Animation, Online Marketing, Online Advertising, Digital Content Design for online media

Jan 2011 – Aug 2013

Chief Marketing and Programming Officer - Cycle Vision

Network (CVN.tv) -Interactive Television Network – Chicago-based

- Television Network Platform Design Supervision, Global Content Management, Data Management, Social Network Integration /Customer Identity Management, Program Development, Worked with Dorna Sports' Global Media Partners, Limelight Networks, Gigya.com
- Public Relations, Media Coverage Coordination, Promotions & Marketing,
- Gamification Design & Implementation into Social Network Suite

Oct. 2002 to Aug 2011

The University of Texas – Pan American (multiple titles)

• **Head of Digital/Social Media Strategies & Public Relations (2010-11)**

- Social Media Marketing Campaign Development Design, Strategy, Implementation, and Measurement –
- Online Marketing Strategy Research and Development
- Instructed Staff & Faculty, University Departments on Protocols and Best Practices
- Digital Content & Graphic Design - online media and traditional marketing
- Search engine marketing using social media for YouTube, University blogs, content optimization, mobile integration, SEO/SEM, analytics, metrics, measurement & effectiveness
- Focus Group Design, Research & Data Collection – Campus survey (resulted in an SWPA Conference poster presentation)
- Developed & Directed 2nd Student Internship Program to engage with Campus Community and generate online digital content for social media marketing of the University

• **Television Specialist V- Office of University Relations (2007-10)**

- Strategic Development of University video production programming initiatives – Branding, Marketing, Educational, and Instructional purposes – Developed 10yr lease agreement with PBS KMBH TV 60
- Public Relations, Media Coverage Coordination, Promotions & Marketing - Liaison with Marketing Partners – distribution channels

• **Director of Reel-to-Red Productions (2003-10)**

- Developed & Directed Award-winning Student Internship Program
- Directing/Producing/Editing – video / motion animation, programs & commercials; student & faculty highlights, *UTPA Today Show*
- Special Projects; Honors Study Abroad, TRiO Programs – Award-winning “*Going Nowhere*”, “*Dead Letter*”, “*Heart of Experience*”
- Digital Content & Graphic Design - online media marketing – i.e. YouTube Channel (+300,000 views);
- Focus Group Design, Research & Data Collection for content development – *Who Knew?* Campaign (digital commercial series)
- Web Design– Award-winning interactive website - *ReeltoRed.com*
- Created UTPA's 1st Award-winning Native Mobile App- *Bucky Challenge*
- Staff Supervision, Budget and Operations Management

- **Radio/Television Production Supervisor - Office of University Relations (2002-07)**
 - Developed/built television production facility housed - and campus-wide TV network managed within The University Relations Office
 - Grant Writing & Funding Procurement (**\$7.2 mil, Secured \$600,000**)
 - NOTE**List too long to insert here –grants found in CV
 - Public Speaking, On-air Talent,
 - Professional Writing – *The Monitor* (regional newspaper columnist)
 - Faculty & Student stories, campus promotion & marketing

June 1999 to Dec. 2002

Owner of Silhouette Studios, a Video Production/Post-Production studio – Knoxville, TN

- Television Programming & Magazine Publication Co-Production Development *Weekend Getaways*
- Cultivating capital fundraising, membership and market awareness materials for non-profit organizations
 - Lisa Ross Birth and Women's Center (TN)
 - Remote Area Medical (RAM) – Stan Brock (TN)
 - Shekhinah Center for Conscious Living (TN)
 - Sausalito Arts Guild – Opera By The Bay (CA)
- Strategic of video production development & programming
- Grant Writing and Funding Acquisition
- Built & Owned & Operated Video Production

June 1997 to June 1999

Producer/Director/AVID Editor at CBS, WVLT TV, Knoxville

Programming and Promotions; engaged in branding and Station image & marketing; audience research, television production & programming development – TV Programming/Magazine publication co-production, *Celebrating Knoxville*

Sept. 1996 to June 1997

Post-Production Supervisor for “*America’s Castles*” A&E at Cinetel Productions - Scripps Networks

Associate Producer for “*November Warriors*”, “*Empires of Industry*” “*Mighty Mississippi*” for **The History Channel** at Jupiter Productions - Scripps Networks

Sept. 1995 to Aug. 1996

Freelancer at Shadowplay in areas of film production, Knoxville, TN

June 1995 to Aug. 1995

AVID Editor at Roberts and Russell Inc., Knoxville, TN

Jan. 1993 to Dec. 1994

Office Manager for John Henson Associates, Inc., Austin, TX

Oct. 1988 to Dec. 1991

Legal Secretary, and Assistant to the Attorney at Kevin Madison Law Offices, Austin, TX – structured Employee Office manual, Managed uncontested divorce cases, drafted legal contracts & documents, Wills of Testament, and supervised staff

Education

The University of Texas-Pan American –

Masters of Business Administration - Marketing (18hrs) consecutively enrolled in MFA program
City of McAllen Branding Campaign 1st Place
COBA Business Pitch Contest 1st Place

Masters of Fine Arts - Creative Writing (18hrs) consecutively enrolled in MBA program
In Higher Education We Trust (documentary)
Borderlands (screenplay)

Masters of Arts - Film and Theater Management 4.00 (Graduated 2007)

Descartes Folly screenplay

Arcadia by Sir Tom Stoppard

The University of Texas at Austin

Bachelor of Science - Radio, TV and Film Production (Graduated 1994)

Fellowships and Professional Awards

2007 U.S. Professional Development Fellowship for INPUT 2007 - U.S. Delegate, awarded by The Corporation of Public Broadcasting (CPB) Lugano, Switzerland

2007 Meritorious Award for the Division of External Affairs – The University of Texas-Pan American

2006 Digital Content Lab Fellowship AFI – (American Film Institute) Interactive Television Technology

2005 U.S. Professional Development Fellowship for INPUT 2005 awarded by The Corporation of Public Broadcasting (CPB) U.S. Delegate, San Francisco, U.S.A.

Computer and Technical Skills

Professional Videographer – documentarian , studio set, commercial, dramatic

Final Cut Pro Video Editor, Camtasia, Pro Tools, After Effects, Motion,

Crazy Talk Animation (*Dog-Eared Digital: Book Review* series <https://vimeo.com/38513164>)

Mobile App (Native Game) Developer - GameSalad

Photoshop, Illustrator, InDesign,

Word, PowerPoint, Prezi (presentation cloud-based software)

Web Development – Wordpress for Developers, Dreamweaver, HTML, CSS, Cascade CMS

Google AdWords and Search Engine Optimization SEO/SEM, analytics, and metrics

Lectora Inspire eLearning Software

Adobe Captivate Prime

Omni Plan, Six Sigma, Qualtrics

Gamification Design Framework & Implementation

Grant writer, Professional writer

Publications

Columnist for *Rio Grande Valley Woman* Magazine (2006)

Columnist for the South Texas regional newspaper *The Monitor* provided

weekly business article front page of the Valley Jobs section, Sunday edition. (2003-05)

Author of two chapters published in the University of Texas’ “*Communication*

Technology Update Textbook,” Austin, TX (1994)

Service/Affiliations

Board of Directors (co-wrote organization’s by-laws) Texas Motion Picture Alliance (TXMPA) –
South Texas Regional Representative-elect- -1yr (Founding Member)

Board of Directors for RGV Film Commission - 1yr

Board of Directors (FCC Approved) for PBS - KMBH-TV60 – 3yrs

Board of Directors – Knoxville Opera – 1yr

TV Mini-series & Documentaries

“November Warriors”
The History Channel
Associate Producer

“Empires of Industry”
The History Channel
Associate Producer

“Mighty Mississippi”
The History Channel
Associate Producer

“America’s Castles”
A&E
Post-Production
Supervisor

“The Healing Journey”
Documentary
Producer/Editor

“Sausalito and Alluring
Getaways”
Documentary
Producer/Editor

“Opera by The Bay 2001
Festival”
Documentary
Producer/Editor

“Caught By A Midwife”
Documentary
Producer/Editor

“Celebrating Knoxville”
CBS – WVLT
Producer/Director/Editor

AWARDS

2011 Gold ADDY®
(Regional)
Bucky Challenge
Mobile App Game

2010 Webby®
People’s Choice Award
<http://www.ReeltoRed.com>
Website

2010 W3 Award®
ReeltoRed.com Website

2010 Telly Award®
“Who Knew?” Web
campaign

2009 Lone Star EMMY®
The Heart of Experience
Director/Videographer/Super
vising Editor

AWARDS cont.

2009 Communicator Award
“The Heart of Experience”

2007 Lone Star EMMY®
“Dead Letter”
Screen Writer/Director/Editor

2007 Ava Awards Platinum
“Dead Letter”

2007 Lone Star EMMY®
Nomination
“UTPA Today Show”
Supervising Producer/Talent

2007 Ava Awards Gold
“UTPA Today Show”

2007 The Aurora® Awards
Platinum
“Dead Letter”

2007 McAllen Film Festival
Audience Award for Best Film
“Dead Letter”

2007 Videographer Awards
Award of Excellence
“Dead Letter”

2006 Aurora® Award
Gold
“Going Nowhere”

2006 The Communicator
Award
“Going Nowhere”

2005 Lone Star EMMY®
Nominated
“Going Nowhere”

2005 Telly Award®
Finalist
“Going Nowhere”

2002 Telly Award®
Finalist
“Caught By A Midwife”

2002 New York Independent
Film Festival
“The Healing Journey”

2001 New York Festival finalist
“The Healing Journey”

2001 Vision Award
“Caught By A Midwife”

2001 Vision Award
“Beyond the Golden Gate”

AWARDS cont.

2001 The Communicator Awards
“Caught By A Midwife”

2001 The Communicator Awards
“Beyond the Golden Gate”

2001 AXIEM Award®
“The Healing Journey”

2001 Jade Award®
“The Healing Journey”

2001 Telly Award®
“The Healing Journey”

2000 AXIEM® Award
“Celebrating Knoxville”

2000 AXIEM® Award
“Celebrating Knoxville”

1999 South East Regional EMMY®
“Celebrating Knoxville”

1999 Platinum Aurora®
“Celebrating Knoxville”

1999 Society of Professional
Journalist,
Golden Press Card
“Celebrating Knoxville”

1999 ADDY®
CBS client, Knoxville Zoo

1998 ADDY®
CBS WVLT Station Promotion

Academic Awards

2010 Sigma Tau Delta
International English Honor
Society

2010 Sjoerd Steunebrink
Endowment Recipient

2009 Ford/EEOC Endowed
Scholarship Recipient

2009 Phi Kappa Phi Honor
Society

2008 COBA The Great Business
Idea Contest - 2nd place Winner

2007 The National Scholars
Honor Society

2007 UTPA Excellence
Scholarship Recipient

2007 Golden Key International
Honor Society

2006 CLASE/Coors Light
Academic Success in Education
Award Recipient

2005 Lone Starr EMMY
Scholarship - Graduate Student
Recipient