

Administrative professional with experience in a diverse set of experience in corporate and non-profit institutions.

- Brand Management
- Strategic Marketing
- Needs Assessment
- Product Education
- Budget Management
- Team Leadership
- Excellent Communications
- Strategic Communication
- Social Media Management
- Industry Research
- Detail-Oriented
- Cross-Functional Collaboration
- Time Management
- Analytical
- Project Management
- Price & Promotion Management
- Culture, Diversity, Equity, & Inclusion

"Colleen has done consistent and excellent work for the entire time I have known her. Her ability to take technical input about our products and form it into a consistent message that is understandable in the market has been a great addition to our team. She has also been instrumental in introducing our products into our market and driving interest in our company."

- Joshua L., Director of Roadside Systems at ETC

Technology: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe XD, MailChimp, Constant Contact, Social Media for Businesses, Google Analytics, Google Adwords, Basic HTML and CSS, WordPress, HubSpot, Microsoft Office, Jira, Monday.com

Professional Experience

FRANKLIN WRIGHT SETTLEMENTS (FWS) • Detroit, MI • 2021 to Present

The oldest human service organization in the United States, FWS began in 1881 and continues to embrace the settlement house philosophy to this day by assisting individuals, families, groups, and the community with basic life, family, and social needs. Franklin Wright Settlements focuses on the prevention, treatment and amelioration of social problems through advocacy, programs, projects, activities, services and facilities.

Director of Operations

Energetic and organized leader with innovative problem solving and organizational skills that creates a dynamic workforce and team, leading to mass efficiency and productivity, while maintaining employee morale.

- Supports management with daily operations of the agency.
- Identifies, applies, and manages awards for contracts and grant opportunities for the agency.
- Manages, organizes, and executes RFP and grant application processes.
- Establishes positive relationships with community leaders, seeks advantageous partnerships with community, businesses, vendors, and individuals.
- Developed and implemented comprehensive strategic marketing plan and campaigns within first 90 days of role.
- Manages and guides staff with problem-solving, organizational skills, and performance expectations.
- Comprehends overall organizational objectives, delivers accurate and effective decisions that positively impact operational excellence.

ELECTRONIC TRANSACTION CONSULTANTS (ETC) • Richardson, TX • 2016 to 2021

One of the top smart mobility and tolling integrators in the United States, providing a variety of products and services including Software-as-a-Service (SaaS) solutions, interoperability, engineering solutions, and congestion management solutions – processing over \$3B in toll revenue annually, over 2B transactions processed annually, and over 93M transactions processed annually.

Marketing & Communications Manager

Solution-focused leader, spearheading professional marketing and communication services while developing innovative marketing plans. Champions best practices by executing marketing and communication initiatives to meet the organizational mission and vision.

- Successfully developed rebranding of the organization within the first 30 days, including innovative logo development, news copy, new brochures, state-of-the-art website, and complete line of marketing materials.
- Developed and managed \$800k budget for business development and marketing team, ensuring financial proficiencies.
- Lead business development and design staff, ensuring excellent performance and outcomes.

- Coordinated and managed UI/UX design for multifaceted products, ensuring outstanding quality and service.
- Directed vendor procurement processes with external stakeholders including creative agencies, exhibit companies, print shops, and digital marketing tools, forming trustworthy relationships.
- Spearheaded naming and branding processes of new products.
- Successfully composed, developed, edited, and managed graphics, proposal imagery, advertisements, trade show booth graphics, events, websites, and other comprehensive promotional activities to enhance business performance and brand.
- Directed and executed trade show planning strategies, delivering operational excellence.
- Exceptional brand steward, preserving brand trademark standards and consistency across all projects.
- Developed exceptional marketing strategies and plans, securing competitive advantage while delivering dynamic results.
- Effectively communicates across all levels of the organization, delivering excellent interpersonal proficiencies.
- Delivered and managed successful webinars for industry events and demos.

"Colleen's marketing skillset and toolset cover the span of marketing in the 21st century. Colleen is always in on the latest trends. The most up-to-date digital marketing technologies, the latest gadgets, the latest demographic trends and outreach techniques, etc. That's because marketing is a job and a passion: she is genuinely interested, so she stays informed by reading, listening, watching and learning. She is also very outgoing and has built a robust network in our industry. As a result, peers and others in the industry come to Colleen for marketing advice."

- Saida W., Director of Marketing and Business Development at ETC

RITE AID PHARMACY • Madison Heights, MI • 2011 to 2016

A drugstore chain in the United States, ranked among the top 100 in the 2018 Fortune 500 list of the largest United States corporations by total revenue, offering products and services to help customers lead a healthy, happy life.

District Marketing Coordinator

Led display compliance initiatives ensuring compliance with marketing expectations at the store level while delivering excellent products and services. Additionally, orchestrated flu clinics at retail stores including signage and literature development such as public health awareness to increase immunizations.

- Successfully developed internal communication channels including creating an internal newsletter, ensuring easy to read information, accuracy, and proficiently bridging a gap between corporate office and retail locations while improving employee morale.
- Designed and implemented excellent flu vaccine promotional materials for approximately 1300 stores nationwide.
- Researched non-profit organizations for Rite Aid's KidsCents local charities, producing two \$10K donations and new volunteer involvement for each selected Detroit-based non-profit, demonstrating excellence for the organization.
- Demonstrated flexibility, high initiative, and efficiently worked in a fast-paced environment while meeting stringent deadlines.
- Cross-functional collaboration with internal and external stakeholders, fostering trustworthy relationships.
- Wrote highly detailed press releases and distributed to local news outlets.

"Colleen is a generous teammate because she willingly shares her technical and subject-matter knowledge with others and is available at any time and at a moment's notice. Colleen is particularly astute and successful in meeting the demands of her job because she listens to feedback and tailors her deliverables to the needs of her internal and external customers."

- David C., Senior Manager, Training and Documentation at ETC

Education

MARYLHURST UNIVERSITY • Master of Business Administration, Marketing

WAYNE STATE UNIVERSITY • Bachelor of Arts, Public Relations

WAYNE STATE UNIVERSITY • Bachelor of Fine Arts, Dance

Certifications

SHIPLEY ASSOCIATES, WRITING FEDERAL PROPOSAL
SHIPLEY ASSOCIATES, CUSTOMER FOCUSED WRITING
HUBSPOT INBOUND MARKETING
HUBSPOT EMAIL MARKETING
GOOGLE ANALYTICS
GOOGLE AdWORDS