

Skilled marketing and project manager with in-depth experience working with clients in education, federal, government, financial, and corporate sectors. Employed at National Technical Institute for the Deaf at RIT in the Communications, Marketing, and Multimedia Services department serving the NTID Regional STEM Center.

EDUCATION

Rochester Institute of Technology (RIT)

College of Liberal Arts, Bachelor of Science in Economics

Rochester, NY

2015

EMPLOYMENT

National Technical Institute for the Deaf - RIT

Rochester, NY

Higher Education

Sr. Marketing and Communications Specialist

October 2019 -- current

Marketing and Communications Specialist focused on providing external and internal marketing support to the NTID Regional STEM Center. Secondary goal of my position involves developing a pipeline of deaf and hard-of-hearing high school students to RIT|NTID. Duties include marketing and promoting k-12 regional STEM events, creating marketing strategies for events, and assisting departments at RIT|NTID with various outreach and marketing expectations. Tertiary responsibilities include developing relationships with institutions to establish regional centers.

ZVRS and Purple Communications, Inc.

Washington, DC

Video Relay Services

Mid-Atlantic Enterprise Account Manager

February 2018 -- June 2019

Enterprise Sales account manager responsible for the sale and upkeep of videophone services on an enterprise level in the Mid-Atlantic region of the US. Worked with major corporations, large non-profits, and high-level federal agencies to provide accommodations for their employees. Primary responsibilities included on-site sales demonstrations, sales outreach and retention, customer experience and project management, financial processing, and extensive product demonstrations. Managed a customer base of roughly 600-750 customers across five states. Top employee in the Enterprise department in new customer sales for the year of 2018.

Purple Communications, Inc.

Springfield, VA

Video Relay Services

Residential Account Manager

December 2016 -- January 2018

Residential sales manager responsible for the sale and upkeep of videophone services in the North Virginia and Washington DC areas. Primary responsibilities included cold calling/emailing, attending local corporate and nonprofit events to accumulate customer leads, marketing and demonstrating products in order to increase revenue, and maintaining existing customers. Managed a customer base of roughly 230-250 customers.

SKILLS AND EXPERIENCE

- Microsoft Office
- Salesforce and CRM platforms
- Customer service and management
- Public speaking, product marketing, and sales demonstrations
- Strong project management skills
- Website content development
- Strong written and communication skills
- Strong customer service skills
- Email marketing
- Social media marketing
- Copywriting