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**VALUE SUMMARY**

Dynamic communications professional with over a decade of experience in public education, talent development, and stakeholder engagement. Proven ability to lead district-wide communications, elevate organizational culture, and execute enrollment and engagement strategies that drive results. Known for delivering impactful storytelling, fostering relationships, and leading high-performing teams across diverse communities.

**CliftonStrengths:** Strategic | Relator | Connectedness | Restorative | Deliberative

**WORK EXPERIENCE**

**Dallas Independent School District Employee Experience Manager 09/2023 - Present**

Role expansion to support strategic initiatives, directing districtwide employee engagement and recognition programs through internal communication channels, impacting over 20,000 employees.

* Produced large-scale, high-impact events including the **Master Principal Recognition Dinner** and **Winners Circle**, managing up **to $250K+ event budgets** and **securing $67K+ in in-kind donations** annually. Integrated creative storytelling, AV production, and community partnerships.
* Launched new initiatives including the Superintendent’s Monthly Touchpoint Program, scaling executive presence to thousands of employees across the district.
* Championed the adoption of an employee listening model (Qualtrics EX) to monitor, assess, and respond to feedback.
* Directed messaging across multiple formats: email, web content, executive memos, branded visuals, and campaign kits.
* Lead cross-functional planning and execution of districtwide engagement initiatives, supporting the Superintendent and Deputy Superintendent in staff morale and culture strategy.
* Lead a team of coordinators, vendors, and creative partners to ensure high-impact delivery, brand consistency, and operational excellence.

**Dallas Independent School District Onboarding & Retention Manager 02/2020 – 08/2023**

Led onboarding and retention strategy for a district serving nearly 20,000 employees.

* Managed a $1.5M budget and designed leadership development initiatives, recognition events, and DEI training programs aligned with district goals.
* Designed and launched districtwide programs aligning messaging with organizational values and visual identity.
* Led districtwide diversity, equity, and inclusion (DEI) training initiatives within the Human Capital Management division, achieving 100% completion rate three weeks before target date.
* Supported media production, social media content, and managed website content for Onboarding & Retention initiatives, partnering with Creative Services and Internal Communications.
* Conceptualized employee recognition programs, including event production and creative direction, delegating through cross-functional teams. Consistently delivered on-time and under budget:
	+ **New Teacher Academy** (Bright, Inviting, High Energy | $225k | 1600 attendees)
	+ **Mentor-Mentee Fall Mixer** (Bright, Inviting, High Energy | $65k | 700 attendees)
	+ **Winners Circle** (Bright, Playful, Elegant | $150k | 750 attendees)
	+ **Salute to Service** (Bold, Bright, Retro | $40k | ~700 Attendees)
	+ **Educator of the Year** (Vibrant, Dramatic, Bold | $120k | ~450 attendees)
* Spearheaded leadership development initiatives in partnership with the University of Texas at Dallas, supporting over 100 new, experienced and emerging leaders annually.
* Enhanced employee onboarding by transitioning training to virtual platforms, reducing time to effectiveness.

**Houston Independent School District Professional Training Specialist 10/2018 – 02/2020**

Directed communications and programming to support leadership development for over 280 school leaders, supporting superintendent and cabinet-level strategic initiatives.

* Orchestrated executive-level events, aligning all communications with strategic district goals. Managed content and logistics for monthly Principals’ Meetings and a three-day annual Leadership Conference with $50K in sponsorship.
* Aligned executive goals with development programs and streamlined school leader hiring processes, reducing selection timeline by 50%.

**Houston Independent School District Onboarding Program Specialist 01/2015 – 09/2018**

Redesigned districtwide onboarding and orientation systems to improve efficiency and new hire satisfaction. Led cross-department collaboration to support 3,000+ new employees annually.

* Managed New Teacher Support website with 500+ impressions per month/1,000+ impressions during peak season, providing new teachers with resources, data, and conference information
* Created branded materials for orientation events, ensuring consistent visual identity.
* Secured over $75K in annual sponsorships for the New Teacher Academy, enhancing onboarding experience.
* Developed centralized onboarding protocols, supporting 3,000+ new employees and 500+ managers annually.
* Led weekly New Teacher Academy Planning Committee meetings with 15+ district-level leaders

**EARLY CAREER**

**Robert Half Technology Senior Technical Recruiter 04/2014 – 12/2014**

**Apple, Inc. Preservation & Operations Specialist 09/2012 – 04/2014**

**Apple, Inc. Specialist 03/2011 – 09/2012**

**Cornerstone Mortgage Company Accounts Payable Specialist 8/2009 – 12/2010**

**Best Buy Media Specialist 04/2009 – 08/2009**

**Gap Inc Sales Specialist 08/2008 – 04/2009**

**EDUCATION**

**University of Houston, Bauer College of Business 12/2012**
*Bachelor of Business Administration in Marketing, Minor in Sales*

**SKILLS**

* Community & Stakeholder Engagement
* Strategic & Executive Communications
* Internal Communications Strategy
* Program & Event Production
* Brand-Aligned Storytelling
* Employee Experience & Belonging
* Content Development (Web, Print, Social)
* Strategic Planning & Execution
* Organizational Development & Transformation
* Engagement & Belonging Strategy
* DEI & Culture Integration
* Cross-functional Team Management
* Qualtrics XM (CX & EX)
* Adobe Acrobat
* Canva
* Mailchimp
* Survey Monkey
* HireVue
* Microsoft Office
(Word, Excel, PowerPoint, Outlook)
* Google Workspace
* Website Administration
(SchoolWires, FinalSite, HTML)