Set the vision. Tell the story. Execute.

Brand and communications leader with 15+ years across agency, nonprofit, and startup work. I set direction, lead strategic projects from first question to finished result, and turn complex information into narratives leaders and funders can act on.

CONTACT

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RECOGNITION

SXSW and Creative Works speaker; Salzburg Global Fellow, 2017; Best of Show, AAF Memphis; dozens of industry awards

EXPERIENCE

2025 – NOW

Co-Founder & Chief Brand Officer, Adessa · Remote

- Lead brand strategy, voice, and messaging for a Mind Spa focused on cognitive wellbeing; created the concept, product design, and presentation of AQ, the Adessa Quotient
- Write and design pitch decks and investor narratives; concept, market, and produce investor and guest experiences in Miami, LA, Philadelphia, and London
- Prototype and present product UI and web experiences with AI and digital design tools

2018 – 2025

Founder & CEO, Baby Grand · Memphis, TN

- Built and ran a brand and communications studio: grew it to **$4 million** in revenue, led a team of up to **6 creatives** plus freelancers, and managed operations, vendors, and **100+** client engagements
- Led strategy and storytelling for nonprofit and public-good clients, including Just City, Memphis Library Foundation, Epicenter, and P33 (Chicago); regularly presented concepts, strategies, and outcomes to their boards
- Just City 10-year anniversary: created the brand concept for "Stand Up with Just City," wrote all messaging, designed and produced the event, and managed the campaign, materials, and budget; **250+** guests, **$165,555** raised
- Epicenter: concepted, structured, and wrote "Vital," a 100-page impact report on building Memphis's entrepreneurial culture, plus a 1-to-1 digital edition
- P33: created the Velocity Report, an annual impact report for boards and investors making the case for Chicago tech; led structure, writing, and UX for three editions (Best of Show, AAF Memphis)
- Commotion for City Fitness: named and concepted a silent-disco workout and managed event, campaign, and production budgets; raised **$53K** for Philadelphia parks. MyCityRides: **+250%** rider applications

2016 – 2018

COO, Creative Works · Memphis, TN

- Ran operations, external communications, marketing, fundraising, and grant writing for the organization
- Produced multiple 3-day creative conferences with **400+** attendees each

2012 – 2016

Senior Copywriter, Archer Malmo · Memphis, TN

- Turned research and strategy into national campaigns and strategy documents for FedEx, nexAir, and Grizzly Tobacco; presented work to clients
- Founded a>m Labs, an internal innovation program bringing new technologies into client work

2010 – 2012

Copywriter, Counterpart Communication Design · Memphis, TN

- Wrote campaigns, web content, and long-form sales materials for International Paper, xpedx, and FedEx; supported C-level international presentations

SKILLS

Strategic project leadership · Board and executive communications · Business narrative and storytelling · Presentation design · Brand and messaging strategy · Nonprofit marketing, fundraising, and grant writing · Cross-functional team leadership · Event, campaign, and budget management · Writing for business · Rapid prototyping with AI

EDUCATION

Rhodes College, BA Creative Writing

2004 – 2008

Honors: Sigma Tau Delta, Omicron Delta Kappa, Order of Omega