

Highly motivated and results-driven with recent completion of MBA and a successful record of management and marketing experience with both start-up companies and existing businesses. Earned reputation for the ability to think creatively and strategically by developing new business and marketing strategies, managing multiple projects, collaborating with senior management, and leading the efforts that have had a direct impact on companies in multiple industries. Transferable skills, core competencies, and qualifications that can be adapted to any industry include:

- Extensive knowledge of marketing tools & new media
- Lead projects from concept to completion
- Develop, present & implement strategies
- Utilization of graphic design software & best practices
- Develop training materials & processes
- Capitalize on industry trends & opportunities
- Improve market share & enhance customer loyalty
- Implement sales & marketing programs
- Targeted campaigns & online advertising
- Experience accessing & manipulating data
- Strong oral & written communication skills
- Develop strategic & tactical marketing

Computer & Language Skills: Microsoft Office; Adobe Creative Cloud; Conversant in Spanish & French

---

## EDUCATION

THE COLLEGE OF WILLIAM AND MARY, Williamsburg, VA  
*Master of Business Administration (2017) 4.0 • Bachelor of Science, Psychology*

*Relevant MBA Coursework:* Marketing, Leadership Development, Organizational Behavior, Strategy Development, Data Analysis & Operations

---

## PROFESSIONAL EXPERIENCE

THE STYLISH MAN Fort Worth, TX • 11/2017 – Present  
*Senior Editor*

Building leadership, communication, and management skills with this men's lifestyle media company focused on fashion, fitness, and personal development, for a readership of over 75,000 per month, specifically editing the Career & Development section.

- Write and build out content that guides readers to develop themselves in their professional lives.
- Curate new contributors and writers to provide new and different perspectives and experiences for a balanced reader experience.

CHAR CONSULTING Miami, FL • 07/2012 – 08/2017  
*Lead Strategy Consultant*

Held a key leadership role for this consulting firm by providing a diverse range of business and marketing strategy consulting services to a diverse range of clients in the legal, health/fitness, telecommunications, nonprofit, hospitality, event production, and retail industries.

- Assisted a law enforcement organization with start-up operations including organization, branding, and event planning for three years; managed annual events raising over \$20,000 and assisted in winning \$20,000 in grants.
- Completed a consulting project with a boutique law firm that included performing competitive analysis, training employees on social media marketing, and rebuilding the law firm's website.
- Contributed to the successful startup of a subsidiary for a telecommunications company that included collaborating with the management team to develop the company name, brand, image, and website.
- Trained clients and conducted workshops that focused on optimizing business processes, solving issues to improve workflow efficiency, and capitalizing on new business and revenue growth opportunities.

*continued*

## DEERING BAY YACHT & COUNTRY CLUB

Miami, FL • 10/2011 – 08/2015

*Training Manager (04/2015 – 08/2015) / Activities Manager (05/2014 – 08/2015) / Communications Manager (10/2011 – 08/2015)*

Developed a strong foundation of management experience with this 106 employee, world-class, private country club including numerous achievements in the areas of management training, facilitating teamwork, program improvement/administration, contract negotiations, and project management.

- Created each of the above positions, pitched the idea for the new roles to the senior management team, and accepted the new assignments, while simultaneously maintaining responsibilities for the previous positions.
- Developed formal management training workshops and led group training for up to 30 managers/employees that improved overall performance in the areas of problem-solving, customer relations, teamwork, and productivity.
- Developed and implemented employee recognition programs with meaningful awards that created a more positive work environment, enhanced job satisfaction/morale, and decreased turnover by 5%.
- Turned around the failing summer camp programs by developing more engaging and entertaining activities that increased participation by 500% with revenue growth of more than 200%.
- Maximized profitability of all club activities and programs through budget administration, cost controls, and financial analysis to reduce expenses while maintaining quality of the program offerings.
- Increased membership and lowered attrition rate by developing and implementing targeted marketing programs including digital, social media, and print communications for the specific demographic groups.

### **Additional Experience**

#### INLINGUA / JIPKA LANGUAGE SCHOOL

Miami, FL & Prague, CZ • 12/2008 – 08/2012

*English (ESL) Teacher*

- Taught English as a second language to a culturally diverse student population in the US and overseas with responsibilities for creating lesson plans, adapting the teaching curriculum, administering tests, and structuring classes based on the individual learning styles of students.

---

### **VOLUNTEER EXPERIENCE & PERSONAL PROJECTS**

#### WILLIAM & MARY ALUMNI ASSOCIATION

Fort Worth, TX • 12/2017 – Present

*Board Member, DFW Chapter*

Build inviting events and programs, while increasing participation of local area alumni by creating engaging content, conducting interviews for feedback, and promoting campaigns through social media.

- Currently interviewing students, alumni, faculty, and administrators of the university to develop a deeper understanding of the student experience, culminating in a final essay on how William and Mary graduates fulfill and create leadership roles.
- Created a template for improving alumni participation and donations by increasing the frequency and range of event offerings, subscription-based emails, new networking programs, and focused social media campaigns.
- Provide individual coaching to graduating students on networking and career development.

#### PHILIP B CLARK BLOG

Fort Worth, TX • 01/2017 – Present

*DEVELOPER AND WRITER*

Write articles on leadership psychology, professional development, and international education by researching trends, best practices, and historic foundations of applicable subjects.

- Publish weekly articles across multiple social media platforms, engage in leadership- and education-related discussion boards, and provide feedback as a subject-matter expert to posted questions in online forums.
- Develop a more comprehensive strategy to improve and facilitate the education and economy of Cameroon, working side-by-side with local Cameroon residents and applying advanced business concepts.