



EMAILTHEQUAIL@GMAIL.COM  
(912) 224-7611

**ABOUT:** Innovative and dedicated communications & marketing professional with exceptional interpersonal skills, critical problem-solving abilities and project management skills. True leader who serves.

## EXPERIENCE

DATAW ISLAND, BEAUFORT, SC  
Director of Marketing & Communications  
2015 – PRESENT

AWARD: #1 ShowStopper Award at National Conference (CMAA)

Lead Communications & Marketing expert for a 501(c)6 private gated community & country club with membership of nearly 2,000. Strategic planner, problem-solver, mentor, trainer for 20+ partner Realtors, marketing design & innovator, editor, public relations manager, writer, webmaster, graphic designer, presentation creator, program developer, and events creator.

- Rebranded community and revived real estate sales
- Through PR efforts and outreach, doubled Realtor showings
- Grew sales volume 164%
- Increased median price sold 249%
- Successfully launched 5 websites
- Grew social media reach more than 700%
- Regularly achieve average email open rate greater than 70% (industry average 20%)
- Redesigned Expo program
- Negotiate annually with brokerages through an RFP process; train sales team
- Budget control/efficiencies (brought critical tasks in-house, saving time & money)
- Assisted with launch of new amenities such as Marina, Pickleball, Nature Preserve, Dog Park, Kayak Launch, Monarchs in the Rough, and more
- Work with Boards, Committees, and Staff on presentation design, focus groups
- Survey design & critical data analysis

SAVANNAH TOUR OF HOMES & GARDENS, SAVANNAH, GA  
Executive Director  
2014 – 2015

Led net \$100k+ fundraising initiative in support of other local non-profits via one-year renewable contract.

IBIS GOLF & COUNTRY CLUB, WEST PALM BEACH, FL  
Communications Director; Interim Dir. of PR & Marketing  
2013 – 2015

## SKILLS

Critical Problem Solving  
Communications  
Marketing Strategy  
Project Management  
Social Media  
Graphic Design  
Web Design & Maintenance  
Photography  
Surveys/Data Analysis  
Public Relations  
Event Planning  
CRM Management

## SOFTWARE COMPETENCIES

Adobe  
Microsoft Business  
WordPress  
Canva  
Hubspot  
Wondershare  
Animoto  
ClubEssential  
Northstar



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Managed member communications for high-end gated community in midst of major golf course & club renovation. Invited to serve as interim PR & Marketing Director. Upon resignation, was asked to stay on for 9 months in a remote role.

- Relaunched digital newsletter from a weekly 80-page communication to four opt-in interest-specific communications with cross-links to the other interest areas and digital table of contents
- Ghost-wrote columns for sports directors & GM
- Designed & managed flyers, distributing digitally & physically
- Launched initiative to empower concierges with full details of all club activities and to cross-educate departments of other club happening
- Participated in rebranding initiative

#### SAGE EVENT MANAGEMENT, MURRELLS INLET, SC

*Event Marketing Strategist & Event Support*

2012

#### WESTIN SAVANNAH HARBOR GOLF RESORT & SPA, SAVANNAH, GA

*Public Relations Manager; Director of Fun*

2007 – 2012

AWARD: Three time Manager of the Quarter

#### TELFAIR MUSEUMS, SAVANNAH, GA

*Public Relations Manager; Interim Marketing Director*

2006 – 2007

#### FRIEDMAN'S FINE ART, SAVANNAH, GA

*Gallery Manager*

2002 – 2006

#### STATESBORO HERALD, STATESBORO, GA

*Chief Photographer*

2000 – 2001

### EDUCATION

#### KENT STATE UNIVERSITY, KENT, OH

*BS School of Journalism & Mass Communication*

August 1995 – December 1999

- Valedictorian of the School of Journalism & Mass Communication
- Summa Cum Laude
- Graduated from the Honors College
- Attended on full scholarship (Founders Scholar Gold Medallion Award) awarded for balance of education achievements, social activities, and community service/philanthropic efforts.

#### SCHOOL FOR INTERNATIONAL TRAINING, EAST AFRICA

*Study Abroad*

Fall Semester, 1997

Concentration in Journalism and Photography; partnered with Dutch Non-Government Organization to create compelling articles and photography for use in their European marketing campaigns and donor materials

#### PITTSBURGH FILMMAKERS, PITTSBURGH, PA

1995-6

Additional education in film/video production