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## **EXPERIENCE SUMMARY**

25 years of marketing experience in the government and private sector environment with knowledge and experience with the Proposal Development/Procurement Life Cycle process, Editing, Graphic Design, Management, Event Coordination. More than 16 years of extensive experience as Account Manager organizing and managing winning budgets & proposals in response to requests for proposals (RFPs) issued by the State, and Local Government. Supported government agencies and corporations, including Georgia Department of Human Services. Private Commercial Business Atlanta Journal Constitution, Cox Enterprises, Marshall's, Crystal Springs, ViaSat, Home Depot, YMCA, Habitat for Humanity Restore, Atlanta Ballet, CARE Atlanta, Manheim Auto Auctions, Atlanta Reign. More than 16 years of contract management experience.

### **EXPERIENCE HIGHLIGHTS:**

**Keller Williams  
Realtor**

**2020 – Present**

Assist Home buyers and Sellers with the sale and purchase of real property. This includes managing the entire process from obtaining a mortgage or preparing a property for sale.

**HLR Enterprises  
Project Manager**

**2017 – 2020**

Overseeing all Projects for the Company which included the management of the 28 staff members needed for each project, provided direction, trained and mentored proposal teams, writers, editorial team and technical staff. Facilitate pre-proposal strategy (i.e., capture) for Business Development (BD) and Sales process improvement solutions, focused on win themes, competitor assessment, etc. Reviews and updates proposal templates and tools. Conduct internal lessons learned among proposal team members, documents, archives and communicate findings to divisions, etc.

#### **Principal Duties and Essential Responsibilities:**

- Ability to lead multiple bids at different stages of the proposal process
- Manage multiple Project Budgets
- Staff Leadership and direction
- Applying the Principals of Project Management and Managing Project Risk
- Performance Optimization
- Quality Control for each project

**Porter Novelli  
Marketing Proposal Manager**

**2014 – 2017**

Proposal Manager Consultant creative and possess strong interpersonal, analytical, and problem-solving skills to develop recommendations and implement complex solutions in a fast-paced environment. Prepared work plans that listed the tasks required to successfully create the proposal budget, design, writing, editing, review and production. Establishes a due date for every action step. As a Technical Proposal writer I wrote selected sections of proposals and coordinated all writers to ensure each section is written in a consistent format and completed according to the RFP. In addition I would also complete some graphic design work for proposals and presentations.

## Principal Duties and Essential Responsibilities:

- Pre-Proposal Phase – Tasks include but not limited to the following:
  - Build Proposal Plan
  - Build Proposal Budget
  - Develop Proposal Strategy
  - Prepare Proposal Outline
  - Develop Compliance Matrix
  - Outline Review
  - Create Storyboards/Annotated Outline/Content Plan
  - Storyboard/Annotated Outline/Content Plan Review
  - Finalize Proposal Team
- Proposal Phase – Tasks include but not limited to the following:
  - Update Proposal Plan
  - Conduct Kickoff Meeting
  - Train Proposal Team
  - Transition/Update Storyboards
  - Develop Orals/Demo Plan
  - Draft Text, Graphics and Presentations
  - Finalize Executive Summary
  - Conduct and Respond to Teams (Lead or Assign)
  - Produce Proposal
  - Conduct Final QA
  - Deliver Proposal
- Ability to lead multiple bids at different stages of the proposal process
- Maintains working knowledge of the SharePoint Collaboration Tool to include permissions and simultaneous collaboration
- Demonstrated leadership ability with thorough knowledge of understanding and leading technology improvement projects.
- Applying the Principles of Project Management and Managing Project Risk
- Developed a global framework for operations, content, and technology of the program.
- Lead a team of case managers and build a professional services team focused on front-line support
- Focus on the customer experience and develop, implement, and measure changes to improve that experience
- Research and implement case management systems and related content to support employee benefits.
- Facilitate the collection of business requirements including process deviations and localizations.
- Develop and maintain project plans, identify resource needs, and manage project schedules; collaborate effectively across teams to define strategy, goals and commitment to timelines and deliverables.
- Direct the rollout of new or modified processes including defining standard operating procedures, workflow diagrams, and training materials.
- Develop measures to define progress and ultimate success; establish ongoing reporting requirements and key performance indicators.
- Own communications to project members and stakeholders on progress, issues, and risks including regular status updates and various white paper analysis.
- Organizing, leading and facilitating enterprise-wide process improvement initiatives that encompass an end-to-end analysis and future state redesign
- Developing root cause analysis and business case for proposed technology, staff and structure changes, including cost estimates
- Organizing, leading and facilitating Customer Experience lifecycle assessments across business areas in scope

- Developing delivery solutions based upon the analysis output and/or conversations with prospective clients and creating proposals, statements of work, project plans, project team, deliverables, savings opportunity accordingly
- Developing new business with existing clients based primarily on the results of our good work
- Overseeing a team of people, support and help develop them professionally

**Advertising For Good  
Senior Marketing Manager**

**2014 –2017**

Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies. Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters. Monitored and evaluated the website with Google Analytics to assess campaign success, identify issues and make forward thinking adjustments to maintain targets. Analyzed RFP requirements, prepares proposal outlines, and develops compliance matrix, proposal schedule, tracks status, conducts kickoff meetings, and makes writing assignments. Prepared proposal format and files directories. Managed the preparation of draft documents for review processes and provided review materials and schedules for the final preparation of proposal for delivery.

Responsible for researching technical and/or business information for use in proposals and applying winning proposal concepts and procedures with solid writing to incorporate information and themes into proposals. communicated with personnel to collect relevant information to incorporate into winning technical and management sections; identified and customized past performance references - coordinating with corporate organizations to develop past performance volumes; and organized, customized, and edited in accordance with RFP instructions. Participates in and coordinates activities associated with responding to RFIs, RFPs and RFQs; assists in integrating the win strategy and themes and discriminators in the response.

**Principal Duties and Essential Responsibilities:**

- Work with line management (business unit, operation and division) to identify necessary proposal team assets, and then organize and manage the proposal team.
- Have final responsibility for preparing and delivering all proposal volumes and other required proposal deliverables, controlling both the process and the final product, ensuring that the total process adds value and produces quality and winning proposals.
- Manage and coordinate efforts of proposal support organizations to include contracts, pricing, subcontracts, proposal center, etc.
- Coordinate activities and build schedules to accommodate geographically dispersed teams.
- Train, and mentor proposal team members on an established proposal development process
- Manage production activities and schedules, and assist capture and proposal teams in developing themes, identifying discriminators, and developing storyboards.
- Knowledgeable about the federal proposal process and is hands-on in the development of solution frameworks as well as proposal content and graphics concepts.
- Develop proposal outline, which will be used as a key document for compliance and configuration management, generate schedules, volume plans, outlines and themes
- Estimate proposal staffing requirements
- Work with client to adapt proposal processes
- Interface with client’s senior managers as necessary
- Provide day-to-day oversight, conduct status meetings, and resolve issues related to personnel, management, technical, cost and other relevant topics
- Ensure proposal is fully compliant and submitted on schedule to the Customer

**Executive Assistant to 3 VP's & Legal Counsel/Marketing Assistant**

Provided high-level administrative support to the VP of International Sales; VP of Domestic Sales; VP of Products and in house Legal Counsel, back up support for CFO, CTO, CEO; in addition I also performed as the Marketing Assistant. Developed high quality proposals from inception to delivery. Worked in a team environment, managing and coordinating Federal government, State and local proposals. Coordinated the work of technical contributors, proposal staff and other internal and external team members to determine the win strategy and identified teams responsibilities and assignments to achieve high-quality proposals.

Senior Proposal Manager who exercises good judgment when assessing the level of editing project requirements with understanding the project guidelines, correcting errors in grammar, spelling, usage, and style. Familiar with the Government Printing Office (GPO), Chicago, and AMA style guides. Excellent organizational, interpersonal and project management skills. Comprehend a diverse range of material and ensure content is accurate and appropriate for the intended audience. Ensure proposal documents meet the requirements of the Request for Proposals (RFPs) and have a consistent voice. Work well under pressure, meet deadlines, remain flexible and maintain a high level of professionalism. Edit with meticulous attention to details catching things others may miss, as well as ensuring that a document is accurate. Support the proposal process by writing and producing resumes, qualification summaries, oral presentations, past performances and various promotional materials.

**Principal Duties and Essential Responsibilities:**

- Coordinated meetings/trainings/team events internationally and domestically
- Coordinated international and domestic travel arrangements for 20 Executives and Sales teams and potential employee's
- Legal Counsel Editing Legal Drafts and Proposals, maintaining spreadsheets and monthly reports
- Prepared all meeting and training agendas and carefully monitored all action items.
- Coordinated successful quarterly meetings, training sessions and team building activities domestically in Houston, Denver, Maryland, Atlanta and NewYork
- Coordinated successful quarterly meetings, training sessions and team building activities internationally in Prague, Korea, Hong Kong, Dubai, Australia, Mexico and Germany
- Assisting Marketing Department with the annual conference, maintaining Sponsor Database, Executive Press Interview schedules, coordinated travel for entire company and guest speakers
- Manage multiple Project Budgets
- Staff leadership and direction

**SKILLS**

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| <ul style="list-style-type: none"> <li>● Extremely Organized</li> <li>● Staff Leadership &amp; Direction</li> <li>● Contract Negotiation</li> <li>● Budget Management</li> <li>● Graphic Design</li> <li>● Editing<br/>Proposals/Presentations</li> <li>● Advertising &amp; Marketing</li> <li>● Analytics</li> <li>● Public Relations</li> <li>● 2019 Licensed Realtor</li> </ul> | <ul style="list-style-type: none"> <li>● 2015 Hootsuite Certified</li> <li>● 2015 Google Analytics</li> <li>● 2009 Microsoft Certified</li> <li>● 2009 Principles of Project Management</li> <li>● 2009 Project Estimating, Measures and Control</li> <li>● 2008 The Essentials of Crystal Reports</li> <li>● 2008 Managing and Leading Teams</li> <li>● 2008 Billion Dollar Graphics</li> </ul> | <ul style="list-style-type: none"> <li>● 2007 Travel Agent Certified</li> <li>● 2006 Managing Multiple Projects, Objectives and Deadlines Certified</li> <li>● 2002 Notary Public -Maryland</li> <li>● 2003 Notary Public - Philadelphia</li> <li>● 2010 Notary Public - Atlanta</li> <li>● Ganett Project Management</li> <li>● Website Design</li> <li>● Project Manager</li> </ul> |
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## AFFILIATIONS

### ATLANTA

- NPU - X Community Council - Chair of Education & Community Development
- NPU - X Secretary
- NPU - X Parliamentarian
- Atlanta Beltline Tax Allocation District Advisory Committee
- Atlanta Beltline Planning Advisory Board
- DOVES - Office & Life Skills Training to youth and adults

### MARYLAND

- Community Action Council Headstart Board Member 2008-2010
- Policy Council Howard County Headstart Chairperson 2008-2010
- Parents Committee Howard County Headstart Vice Chairperson 2007- 2008
- Parents Committee Howard County Headstart Secretary 2008-2009
- DOVES - Office & Life Skills Training to youth and adults

## CAREER HIGHLIGHTS

