



Qualifications Summary

Senior manager with demonstrated economic development and program management expertise. Proven success in the development, analysis, and implementation of programs, policies and procedures and extensive marketing experience that includes teaching journalism, writing press releases, marketing independent businesses, and promoting non-profit and public agencies. Demonstrated knowledge of supervisory principles and practices; effective team builder.

Professional Experience

Senior Management Analyst to the City Manager and other positions
within the Economic Development Department, *City of Ukiah*

May 2010 - present

I coordinate and support the City of Ukiah economic development programs, various grant activities, and housing projects. Responsibilities include the facilitation of business recruitment and retention activities, researching and writing grants, monitoring the official social media sites, serving as the Business Liaison, preparing staff reports and making presentations to the City Council and exercising independent judgment regarding the City's private and public sector economic and grant programs. Additionally, I manage Visit Ukiah, the Ukiah area's visitor attraction program, which includes budgeting, directing an independent board, developing marketing and work plans, building relationships with stakeholders and industry professionals, and managing independent contractors.

Business Owner, *Shoefly and Sox*

May 2005 - present

As owner and manager of this boutique-style specialty shoe store, I have been responsible for start-up, buying, budgeting and bookkeeping, employee management, marketing, customer service, display, and all major business decisions.

Executive Assistant to the City Manager/
Redevelopment Secretary/Deputy City Clerk,
City of Ukiah

March 2002 - May 2005

In addition to providing high-level support to the City Manager, the City Council, and each department head, I was responsible for supervising, training and evaluating the administrative staff. This position required extreme confidentiality, the ability to mediate disputes, and the ability to work under tremendous pressure. Other duties:

- Represent the City to the public, businesses, media, Council members and other agencies at the request of the City Manager.
- Create and administer various employee programs and events; develop and recommend office procedures and systems; facilitate grant management; ensure smooth office operations.
- Create and manage department budget, as well as facilitate municipal budget process.
- Provide follow up to assignments given to management staff by the City Manager; provide status reports to the City Manager.
- Receive and screen communications to the City Manager and City Council, including telephone calls and e-mail messages, and provide assistance using independent judgment to determine those requiring priority attention; prioritize, channel, and facilitate communication from department heads, outside agencies and the City Attorney through the City Manager's office.
- Independently respond to letters and general correspondence of a routine nature.
- Attend Management, City Council, committee and other meetings and take minutes, as directed by the City Manager.
- Create newsletters and miscellaneous publications for employees, public, and City Council.



Education

Chapman University

Single Subject California Teaching Credential (English), Multiple Subject California Teaching Credential, CLAD Credential (specializing in multicultural, bilingual education)

California State University Chico

Bachelor's Degree, English

University of California at Davis

Applied Behavioral Science, General Education

Fort Bragg High School