

THE 1930 METRICS:

- I helped raise \$45,000 resulting in 10 scholarships and 8 internships.
- Designed a mailing series for 10,000 alumni and business leaders.
 - The initial mailing postcard received the highest honor of gold in the higher education marketing report advertising awards.
- Promoted a women's leadership summit which was attended by 150 students and business professions. At the summit, I developed a student ambassador gallery. I received several verbal compliments saying the gallery was extremely creative, one-of-a-kind, and empowering.
- Produced home show pieces for influencers to use to encourage friends to join the movement. This out-of-the-box thinking resulted in an average of 4 new members per event.
- Met with stakeholders on a monthly basis where I assigned individual action plans, met with student ambassadors bi-monthly for leadership training, and met with my internal team weekly to stay on track. In this 2 year process, I played a key role in developing and growing this initiative from a vague idea into something tactical.
- Directed the [Dream Big campaign video](#). This is one of my favorite projects because the message is so empowering, we were able to collaborate with Girls Inc, and because it received so much positive feedback.
- Produced a website expanding on the goals of the initiative, highlighting each ambassadors story, and creating one place for all CTAs.