
NON-PROFIT & SUSTAINABLE BUSINESS LEADER

A passionate social entrepreneur and advocate of sustainable economics with over fifteen years of diverse resource development through broad management of non-profit organizations, community and partner outreach and revitalization efforts as well as simultaneous leadership in developing and operating one of DC's first socially-responsible businesses – The People Garden Market. Demonstrated strengths in articulating cause-related mission and vision, integrating strategic goals into program development, and developing marketing campaigns and outreach while addressing diverse needs and relating to diverse people; proven performance in driving high standards, exceeding goals and enhancing customer service and team dynamics.

Highlights of Expertise:

- Earned Revenue Generation
- Public, Partner & Membership Relations
- Community Development Leadership
- Diverse Grantwriting up to \$440,000
- Budget Management up to \$2,000,000
- Socially Responsible Business Leadership
- Cause-Related Marketing & Social Media
- Complex Event Design & Full Oversight
- Broad Contract & Operations Management
- Large Scale Volunteer Management
- Fluency in Portuguese & Spanish

PROFESSIONAL EXPERIENCES

ECO Studio - Washington, DC

Director *January, 2007 - present*

Research regional sustainability issues, post resource information and interview entrepreneurs and professionals to develop broad educational and outreach materials through multi-media approaches to promote sustainable living and strengthen the green economy within the Chesapeake Bay watershed. Oversee overall communications, image development, special event planning and collaboration building in alignment with strategic goals. Contribute weekly articles to two online publications.

Selected Achievements:

- Designed all aspects of website and integrated social media, online membership and sales as well as branding
- Developed an eco product, unique imaging & packaging, sales strategies and promotions for generating earned revenue

Capital City Charter School - Washington, DC

Operations Manager *July, 2007 – November, 2009*

Oversaw all operational management and facility improvements for two campuses serving 500 students, including: vendor relations and RFPs for contracted services, grant compliance, emergency planning, procurement of supplies, staff benefits, landscaping, volunteer management, insurance, compliance and renovations; managed school meal services and contract obligations under the National School Lunch program; supervised a staff of seven and managed a \$2,000,000 budget.

Selected Achievements:

- Maximized savings on supply and equipment procurement by centralizing ordering process and negotiating best prices
- Initiated Green School Program and awarded for best integration of sustainability into curriculum and operations in DC
- Reallocated staff responsibilities to improve employee contracts and diminish vendor costs by 20%
- Executed expansion to two new campuses; managed lease negotiation, moving, construction, procurement and licensing

The People Garden, Inc. – Washington, DC

Founder, Director of Business Development & Marketing *January, 1997 – September, 2007*

Oversaw development of a natural food business with an integrated community development mission; executed annual budget of \$470,000, work plans and management of inventory and sales, loss prevention, customer service, pricing and collaborations; directed image development and all promotions, created a vast range of signage and marketing materials in cooperation with graphic designers and artists, developed and maintained an interactive online store; supervised 13 staff.

Selected Achievements:

- Launched a pre-start-up member delivery service of locally grown organic produce to attract customers
- Obtained \$450,000 in investment capital for retail market; orchestrated space design, construction, licensing and set-up
- Drove sales growth by developing a “locally grown/made & organic” marketing niche while expanding services and products, soliciting customer feedback, developing internal knowledge, and creating incentives for savings and sales
- Boosted overall sales 25% by reshaping start-up service to include home delivery of a broad selection of retail products
- Launched a green catering & event service for fundraisers, opening shows, conferences, meetings, weddings and more
- Fostered community and corporate partnerships for delivering low-income services and broadening support for farmers

Martha's Table, Inc. - Washington, DC

Operations & Volunteer Director *August, 2005 – December, 2006*

Presided over facility upgrades and maintenance for a compound of six buildings and operations of a commercial kitchen, fleet of trucks, and food donations warehouse to daily feed 1,200 homeless; provided operational support for programs; managed the giving, branding and volunteering of a portfolio of corporations and partners; directed utilization of over 9,000 annual volunteers and supervised 14 staff including Operations Manager, Volunteer Coordinator, drivers, cooks and receptionist.

Selected Achievements:

- Increased annual in-kind donations to feed, clothe and educate 900 homeless, 350 youth and 120 families
- Extended organizational and corporate in-kind giving into financial giving by facilitating relationships with Development

Points of Light Foundation - Washington, DC

Coordinator, Volunteer Center Development

September, 1994 – May, 1999

Executed customer-driven and high quality communications, networking tools, regional events, national conference tracks, and technical assistance for over 500 Volunteer Center members; administered grantee partnerships; wrote grants and corporate appeals; coordinated national advisory council; prepared annual program budgets of \$750,000 and corresponding work plans.

Selected Achievements:

- Increased Volunteer Center membership to 97% of all centers nationwide by building direct and responsive relationships
- Surveyed leaders of service programs developed in, by and for low-income communities across the country to select five target cities for developing dialogue sessions on best practices; recruited participation; co-led sessions; oversaw logistics

SERVICE LEADERSHIP EXPERIENCES

Healthy Living, Inc. - Washington, DC

Fundraising & Marketing Committee Member *January, 2005 - present*

Develop promotional and outreach initiatives and materials, fundraising events and streams of earned revenue while providing guidance to Director on incorporation, branding, grant writing, board development, outreach and program growth

Selected Achievements:

- Achieved increased sponsorship over three annual fundraising events from local businesses and national corporations

Mount Pleasant Main Street/Historic Mount Pleasant – Washington, DC

Development & Marketing Manager *1996 – 2000; Marketing & Events Chair* *2000 – 2007; President* *2005*

Oversaw organization and board development for a commercial corridor and neighborhood revitalization program; developed technical assistance, organized marketing seminars and storefront renovation opportunities for 80 small businesses; designed and implemented a wide range of public space revitalization projects, promotional events and materials, websites, image campaigns and fundraising events; secured resources through membership growth, grant writing and partnership building.

Selected Achievements:

- Achieved an overall 92% success rate in receiving grants and corporate awards ranging from \$10,000 to over \$140,000
- Increased organizational membership by over 200%; developed a collection of twelve postcards as a supporter gift
- Co-wrote, enlisted partner support for and secured a five-year matching fund of \$440,000 from D.C. Main Street initiative
- Organized the Annual Mount Pleasant Pride Day for three years, which engaged over 400 volunteers in service projects and generated over \$140,000 each year; in conjunction, managed a three-year commercial corridor landscaping plan
- Led development of and fundraising for the first DC restoration project of Police and Fire call boxes, culminating in a trail of 10 sculptures, followed by developing the Mount Pleasant Heritage Trail, in collaboration with Cultural Tourism DC

EDUCATION

The American University - Washington, DC

Master of Arts in Applied Anthropology - G.P.A. 3.34/4.00 *1992-1995*

- **Concentrations:** Socially Responsible Economics
- **Thesis:** Street children justice in Rio de Janeiro

Millersville University - Millersville, PA

Bachelor of Arts in Anthropology, Minor Spanish - G.P.A. 3.50/4.00 *1987-1991*

- **Concentrations:** Economic Anthropology, Food and Culture
- **School for International Training** (Brattleboro, VT): two semesters abroad in Ecuador and Brazil
- **Honors:** ▪ *Neimand Hodgsen Research Grant* ▪ *HERCO Outstanding Seasonal Employee Scholarship*
- *President, International Relations Club* ▪ *Founder, International Week*

Additional Courses: Marketing ▪ Non-Profit Earned Revenue, Corporate Giving, Grant Writing ▪ Business Management ▪ National Issues Forums Institute

Languages: Portuguese - Fluent ▪ Spanish – Fluent ▪ German – Intermediate ▪ French – Advanced Basic