



Career Focus: Marketing Manager Position in the Energy Industry

Summary: Experienced marketing professional in the solar and green-jobs sectors. Background in nonprofit management including public-private partnership development and relationship management. Journalism and media experience comprised of daily newspaper reporting; PR. Career focus on marketing in the energy industry; customer/client relationship management; sustainable business development; general management.

Specialties: Developing and executing marketing plans; government, community and media relations; program development and management in entrepreneurial environments; budget planning/management; collaborative leadership; grant writing and reporting; event planning; supervising and coaching staff.

Marketing & General Management

- Experience in B2B and B2C marketing
- Senior-level management experience including leading teams and coaching direct reports; fundraising and budgeting experience
- Coordination of outreach initiatives involving multiple community partners and hundreds of participants

Branding & Communications

- Brand identity development including logo, tagline, website and collateral
- Led Solar 101 presentations that included overviews of solar leases and PPAs
- Experience giving interviews to local and national media
- Authored a 2010 municipal resolution approved by City of Richmond
- Writing experience includes marketing and grant proposals, daily and weekly newspaper articles, press releases, and reports

Experience: **SOLAR RICHMOND** (*Social enterprise in solar and green-jobs industries*) **Richmond, CA**
2011-Present **Deputy Director**

- Develop and execute marketing strategy for the organization and its staffing agency; these efforts supported the increase in solar industry customers by 80%
- Propose and execute marketing plan for the City of Richmond's solar and energy efficiency rebate initiative, which is designed to accelerate the adoption of solar and energy efficiency measures by Richmond homeowners
- Manage Solar Richmond's temp agency that serves low-income clients
- Lead strategic planning with Executive Director; supervise operations team
- Responsible for development and grant-writing yielding core operating income

2009-2010 **Director of Sales & Marketing**

- Managed sales & marketing efforts, including solar consulting, that targeted solar customers and companies to create temporary solar installation jobs for Solar Richmond's low-income clients; these efforts increased Solar Richmond's temp agency solar customers and marketing partners by over 100%
- Responsible for marketing programs and services to potential partners
- Supervised staff; management team member

- Summer 2008 **EI SOLUTIONS (SUNTECH) and eSOLAR** (*Solar energy companies*) **Pasadena, CA**
Marketing Intern
- Collaborated with an internal energy specialist, the VP of Marketing, and the design team to redesign the “Frequently Asked Questions” section of the website
 - Conducted market research for a new product and service; identified sub-segments for product entry; research used to hire Director of Sales to develop the market
 - Developed high-level estimate of tech requirements for new service delivery
- 2004-2007 **CORNELL UNIVERSITY PUBLIC SERVICE CENTER** (*University office*) **Ithaca, NY**
Coordinator of K-12 Outreach
- Developed strategic partnerships to support over 100 low-income students in three school districts; collaboration led to the SciFair program
 - Wrote grants for new programs; awarded \$ 1M from U.S. Dept. of Education
 - Managed nine outreach programs involving approximately 250 Cornell students per year who worked or volunteered in over 25 schools and community programs
 - Cornell University (CU) 2005 Outstanding Advisor Award
 - CU 2007 Employer Recognition Award
- 2003-2004 **AMERICORPS, VILLAGE AT ITHACA** (*National service corps*) **Ithaca, NY**
VISTA (Volunteers in Service to America) Volunteer
- Proposed and planned first strategic planning retreat; resulted in the development of year-long goals, team work plans, and executive board development
 - Managed programs by coordinating events, marketing, and outreach
- 2001-2003 **THE ITHACA JOURNAL** (*Gannett newspaper*) **Ithaca, NY**
Daily Staff Reporter
- Reported all major stories and breaking news in six Tompkins County towns
- Education:** **CORNELL UNIVERSITY, Johnson Graduate School of Management** **Ithaca, NY**
Master of Business Administration, May 2009
Sustainable Global Enterprise Immersion, Forté Fellow
- UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)** **LA, CA**
Bachelor of Arts, African American Studies, July 1998 Cum Laude
Philosophy Concentration, Honors Program
Outstanding Senior Award
- Personal:**
- Young Professionals in Energy, San Francisco Chapter
 - New Leaders Council, San Francisco Chapter Advisory Board, 2010
 - Samuel C. Johnson Award for Sustainable Global Enterprise Practice, 2009
 - Consultant to AES for favela project in Sao Paulo, Brazil, Spring 2008
 - Freelance Reporter for the Village Voice and The Ithaca Journal, 2000-2001
 - Two semesters of graduate work at NYU in American Studies, 1999-2000