



Work Experience

04/2016 - Present

Washington, DC

Founder

BrandSuccess & AllThingsBrand

Brand-Centric Freelance Consulting & Thought Leadership Portal

Tasks/Achievements

- Advertising campaign for optical company
- Marketing strategy for upscale niche preschool
- Quoted in CIO Magazine, GoBankingRates, & MathMiners.com

03/2016 - Present

Washington, DC

Chief, Executive Correspondence

National Cemetery Administration, VA

Provides burial and memorial benefits to eligible Veterans

Tasks/Achievements

- Transformed letters to engaging, plain-language style
- Managed team of six generating 2,000 responses in six months
- Eliminated overdue inquiries from Congress

mm/yyyy - mm/yyyy

Communication & Public Affairs

Multiple Agencies, U.S. Federal Government

Advanced Manufacturing National Program

Tasks/Achievements

- Dir. Communications, Advanced Manufacturing, NIST (2014-2016)
- Digital Engagement Dir., National Archives (2013-2014)
- Dir. Communications, Management Bureau, USAID (2012-2013)
- Public Affairs Specialist, Customs & Border Protection (2005-2012)
- Senior Writer-Editor, Comptroller of the Currency (2003-2005)

01/2001 - 04/2003

Washington, DC

Brand Consultant & Institute Director

The Brand Consultancy

Tasks/Achievements

- Brand strategist on wide variety of B2B & B2C accounts, from packaging design firms to real estate developers
- Director, Institute for Brand Leadership branding think-tank

01/2000 - 12/2000

Remote

VP & Editorial Director

Brand Futures Group/The Intelligence Factory

Tasks/Achievements

- Developed white papers on consumer trends
- Shared research findings: media interviews & press releases

Education

09/1991 - 02/1997

New York, NY

Ph.D., Sociology

CUNY Graduate Center

09/1990 - 06/1991

New York, NY

B.A., Interdisciplinary Studies/Writing

SUNY Empire State College

Skills & Competences

Writing

Branding

Blogging/Social Media

Marketing Strategy

Qualitative Research

Achievements

Published - BrandChannel, Journal of Reputation Management, Journal of Brand Strategy

Author, 125 Questions & Answers About Branding

Author, Beyond Brand Transparency

Most-Viewed Writer on Branding, Quora

Featured Video - Personal Branding, Brazen Careerist

Featured Speaker, American Marketing Association

International Assoc. of Business Communicators Award

Marketing Lecturer, George Washington University

Journal of Brand Management Editorial Board

Weekly Column, GovExec

Interests

Blogging | Photography and art | Movies