

Proven track record for translating company objectives into viable action plans that have **consistently exceeded expectations**, increased sales and **improved operational efficiency**. An enthused professional with experience in operations management in a variety of industries. Strengths include demonstrated **ability to manage large, complex team-oriented assignments** and while leading and coordinating multiple projects and key organizational initiatives.

WORK EXPERIENCE

FOUR POINT VENTURES, Greater Charlotte Area, NC, 8/2016 – 11/19

District Manager

Directed operations for a network of eight Dunkin'/Baskin Robbins stores. Hired to put systems and procedures into place to **help the network run more effectively and efficiently** as they grew.

- Implemented a new onboarding program to hire, train and retain new talent.
- Created operational procedures to guide managers and staff in day to day activities.
- Put procedures into place that **increased sales an average of 14 %** over the previous year.
- Developed an exceptional guest service program to increase sales and **build a more devoted customer base**.
- Drove sales through effective execution of restaurant standards and marketing initiatives.
- Directed the marketing, media, community engagement and grand opening for new stores in network.

YMCA of GREATER CHARLOTTE, Charlotte, NC, 11/2014 – 2/2016

Project Manager, Metro Marketing, Association Offices

Consulted as a Project Manager to work with 19 branches and the marketing department to implement several new systems and projects for the YMCA's Metro Marketing Division.

- Directed the development and coordination of 13 different 2016 Camp Guides. This multiphase process is one of the most **important financial resources for the organization**. Coordinated and communicated with the administration, Back Office System, IT programming branches as well as the 13 branches. **Project was completed ahead of schedule**.
- Implemented the new Project Insight Traffic Management System and was the trainer for the new program.
- **Lead process of compliance** and was a liaison for all 13 branches to meet target deadline for the new national YMCA logo and branding implementation.
- Constructed a photo database system that will allow the design team as well as the branches to easily access their vast array of photos/ Created a photography training program for the 21 branched to be used for training staff.

TH MGMT., INC, Charlotte, NC, 1/2013 - 8/2013

Project Manager, ULI Reality Check 2050

Project Manager contracted to produce RealityCheck2050, held June 4, 2013, for ULI and *CONNECT Our Future*. This event brought together 400 participants from a 14 county region of North and South Carolina to discuss the growth of the region, with a focus on accommodating projected housing and jobs through 2050 and **utilized a \$7.9 million HUD sustainable grant**. Serve as the main point of contact for all parties involved.

- Planned, organized, and managed all aspects of the Reality Check event.
- Coordinated strategic partnerships *CONNECT Our Future*, Kimley-Horn, Centralina Council of government, and Catawba Council of Government to produce RealityCheck2050. Maintained client relationships.
- **Utilized Lean Six Sigma process to coordinate stakeholders** in 14 counties covering the Carolinas.
- Created media and branding strategy for the new website, print and social media. **Art directed three videos** to communicate the message of the project. Organized and **trained over 100 volunteers**. Gave presentations about the project throughout the 14-county region.

HOSPITALITY HOUSE OF CHARLOTTE (HHoC), 7/2008 – 7/2012

Executive Director

Directed operations, marketing, social media, grant development and community relations for the organization. HHoC houses more than **250 guests each month and maintains over 100 volunteers**. Instituted annual fundraising events and designed a new operational structure to accommodate the new 14,000 sq. foot, 22-room facility.

- **Created three new fund raisers** - The Full House Casino Night, the Joe Mann Golf Tournament and the Annual Luncheon - which increased community awareness and raised income, representing a **48% increase in donations over previous years**.
- Cultivated a Business Employee Volunteer Program to increase business involvement and enhance awareness in the community. This program has brought in more than \$36,000 in monetary donations and over \$12,000 in in-kind donations.
- **Developed marketing strategies** for the organization. Produced new branded marketing materials including a website and brochures that targeted guests, volunteers and donors. Gave presentations about HHoC.

THE PEERLESS GROUP, Columbia, SC, 11/2004 – 2/2008

Director of Marketing and Retail

Directed all marketing collateral development, events, leasing and promotions for a \$300 million redeveloped mixed-use center (Midtown at Forest Acres) in Columbia, SC.

- Gave presentations to civic and government groups in the area about the project and built solid relationships with local government agencies as well as the business community to develop a positive public sentiment.

Operations Manager

Led a team that opened multiple shopping venues within a traditional center, to gain positive perception within the community about the redevelopment project.

- Directed 5 senior staff and 250 employees as well as supervised human resources and all operational activities.
- Planned and coordinated branding and marketing campaigns, which **increased sales 30%**.

SMARTCARD RETAIL SYSTEMS, Charlotte, NC, 11/1998 – 2/2002

Vice President of Operations and Marketing

Responsible for the operation of the national electronic cash program in four states with 965 vendors, with **combined sales of over \$9 million**.

- Organized the planning and opening of eight centers in four states. Coordinated contractors for internal structures and training of all employees. **There was 100% participation rate.**
- Liaison with the national headquarters of Victoria's Secret, Gap, and Disney in order to build and strengthen market position.
- Responsible for a senior staff of six and more than 300 employees.

Regional Manager

Responsible for the operations of three centers in North Carolina, including management training and relationship building with merchants and centers.

- **Designed operations systems** and procedures and marketing strategies for opening future locations.
- Developed training material to introduce SmartCard and train the employees of 350 merchants, including 3,400 employees in two centers in three months. **Increase sales by \$3 million.**

Manager

Responsible for the day-to-day SCRS operations for SouthPark Mall, with 30 employees overseeing 125 merchants.

- Organized the grand opening. Developed all procedures and operational policies. **First year sales were over \$500,000.**
- Designed inventory controls, accounting standards and established procedures which were used for each subsequent center opening.

EDUCATION

Bachelor of Science, Education - University of North Carolina at Greensboro

CERTIFICATIONS

Lean Six Sigma, Green Belt – Central Piedmont Community College, Charlotte, North Carolina
ServSafe Certification

COMMUNITY SERVICE

2012 - Present Past President, MBPW, Metropolitan Business & Professional Women, Charlotte, NC - Advocates for working women by building professional, political and personal leaders in a supportive and professional environment.

2010 - Present Founder, Luna Rising, Charlotte NC. This annual day long festival hosts over 100 women and girls and is an opportunity to take a variety of classes, interact and gain new skills.

2002 - Present Volunteered with the nonprofit Northwest School of the Arts, Change Choices and UCC.

2013 – 2014 Volunteered with the nonprofit Charlotte Works on their Volunteer Board to help implement new program structure.

2000 - 2004 Founder, SABU International School, Guinea, West Africa - Helped create SABU International School. Coordinated nationwide book and supply drive in the US. Traveled to Guinea for a month to bring the collected supplies, coach the teachers and organize the school.