

Enthusiastic and effective leader who combines career coaching and counseling experience with a strong management background in both corporate and non-profit environments. Built a multi-national campus recruiting program from the ground up, directing strategy, branding, marketing communication, and digital marketing. Known for a straightforward style that helps others overcome obstacles, develop confidence, stay focused on objectives, and achieve their goals.

PROFESSIONAL HISTORY

University of Delaware, Alfred Lerner College of Business and Economics, Newark DE

Assistant Director of Career Services, January 2019 -present.

- Provide career guidance and coaching for MBA, specialized Master's degree students, and alumni.
- Manage, promote and sustain Lerner College of Business's Graduate Internship Program, placing 20-30 students per semester in professional internships with a diverse group of employers.
- Create and deliver workshops on a variety of career topics.

Adjunct Professor, February 2017 to present.

- Teach *Executive Presentations and Problem Solving*, a required course in the business curriculum, that covers self-awareness, presentation skills, and how to build a rewarding career after graduation.
- Teach *Communicating, Branding and Career Networking* the required professional development and communications course for MBA students
- Facilitate the Women's Leadership Online Certificate program.

Avarah Careers, Wilmington, DE

CEO & Founder, January 2014 - present.

- Develop and produce online coursework on job search strategies and career change.
- Provide one-on-one career coaching to established professionals, young adults, and career changers.
- Conduct live and virtual events on career choice, career transition, and professional development.
- Keynote speaker and workshop/seminar presenter on a variety of workplace topics.
- Facilitator/consultant on staffing and culture with a focus on the future of work.

Dove Chocolate Discoveries (a former business unit of MARS), Hackettstown, NJ

Director of Marketing, August 2012 – January 2014.

- Directed all marketing communications, branding, advertising, events, collateral, digital marketing strategy, and website design focused on recruiting for this MARS direct selling channel.
- Hired, trained, and managed four professional direct reports and responsible for a team of 25.
- Worked closely with the leadership team to ensure strategic alignment with operations, R & D, and the sales team to effectively implement channel strategies and programs.
- Managed relationships with a diverse group of external agencies and vendors.
- Forecasted, prepared and managed budget in excess of \$1 million.

Vector Marketing Corporation, Olean NY

Director of External Relations & Academic Programs, 2003 - 2012.

- Directed the company's recruitment promotions, public relations, and reputation management efforts.
- Implemented and maintained consistent branding messages, including design and content management for corporate websites and collateral materials.
- Engaged an active Academic Advisory Board of preeminent scholars in marketing and sales who advised the company on the marketing environment, consumer attitudes, and sales strategies.

Vector Marketing Corporation, Olean NY

Director of External Relations & Academic Programs, 2003 – 2012 (Con't).

- Regular motivational speaker and presenter at sales conferences.
- Developed the curriculum for and implemented Cutco in the Classroom, an experiential learning program that incorporated a Cutco selling experience into business curricula at several universities.
- Served as corporate industry liaison and media spokesperson.

Director of Campus Relations, North America, February 1992 - May 2003.

- Built a multi-national campus recruiting program from the ground up, directing strategy, branding, marketing communication, and digital marketing.
- Conceived, implemented, and oversaw a comprehensive transformation of Vector's recruiting process, providing management training, and bringing consistency to recruitment strategies.
- Established a formal internship program, campus guest lecturing program, and corporate philanthropy with academia and student associations.
- Worked with executive leadership to shift corporate culture, leading to fundamental changes in recruiting practices.
- Led a team of five to seven recruiters working regionally across North America.

EDUCATION

The University of Maryland, College Park, MD

Master of Arts in Education Policy, Planning and Administration (Post-Secondary and Adult Development). Thesis: "The Fairchild Scholars Program: A Case Study in University-Industry Relations."

Bachelor of Arts in Government and Politics, Russian language minor.

CERTIFICATIONS

- *LEAF Certified Appreciative Inquiry Facilitator*
- *Birkman Method Certified Coach*
- *Accredited in Public Relations (APR)*
- *Paralegal Certificate* with Honors, Widener University (ABA-approved program)

LEADERSHIP EXPERIENCE AND RELATED ACTIVITIES

Forum for Executive Women, *Vice President*, Wilmington, DE. May 2018 to April 2021. Board Member-at-Large, 2017-2018.

Direct Selling Education Foundation, *Vice Chair*, Board of Directors and Chair, Women's Initiative, 2009-2014; 2012 Circle of Honor award; Chair, Academic Programs Committee, 2001-2009; Member, Communications Committee, 2001-2014.

DECA, *Board Member*, National Advisory Board, 2008-2012.

The Siegel Jewish Community Center, *President*, Board of Directors, 2008- 2010. 2010 Harry S. Cohen Leadership Award winner. Vice-President 2006-2008. Chair, Personnel Committee, 2005-2008. Chair, Membership and Marketing Committee, 1999-2004. Chair, JCC Day Camp, 1995-97.

Pi Sigma Epsilon, (The national sales, sales management, and marketing fraternity) *Professional Vice President*, National Council, 2003 to 2011. 2011 Lifetime Honorary Membership award. *National Conference Presenter*, Pi Sigma Epsilon, job hunting and career development topics, 1994-2005. *Coach*, PSE Pro-Am Sell-a-thon, 1997-2004. Coached college students for national sales competition.