

## Professional Profile

- Business Administration Graduate with Management, Marketing, and Sales experience
- Solid interpersonal and communication skills
- Excellent organizer with real time critical and analytical experience

## Marketing Skills

Microsoft Office, WordPress (CMS), Drupal (CMS), Tendenci (CMS), Email Marketing, Social Media Analytics  
Facebook & Twitter Advertising, Google Analytics, Keyword Research

## Leadership Skills

- Managing challenging workforce issues
- Operational focus and accountability
- Leadership of cross-functional task forces or projects
- Managing research and deployment of innovative technology

## Recent Projects

- **Buffalo Soldier National Museum**

Responsible for the redesign of the [buffalosoldiermuseum.com](http://buffalosoldiermuseum.com) site. The new site is very user friendly and highlights the museum's new location and rental space. Currently maintain the Facebook, Twitter, and Instagram accounts.

- **Digital Marketer and President | Florida A&M Houston Alumni Chapter**

Built and maintain the local alumni website, [famuhoustonalumni.org](http://famuhoustonalumni.org). Manage email campaigns through MailChimp, and oversee the Facebook page.

- **Texas Wine Society**

Redesigned the [winesocietyoftexas.org](http://winesocietyoftexas.org) site. The site highlights the events for the different chapters, scholarship info, and sponsorships.

## Professional Experience

### **Digital Marketer – April '10 - Present**

- Project Management (25+ website launches)
- Brand and Digital Strategy
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Web Analytics
- Email Marketing (MailChimp, Constant Contact)
- Conversion Optimization
- Graphic Edits

### **Assistant Director – Crothall Healthcare (Memorial Hermann Memorial City) Jan. '16 – April '16**

- Managed 800+ rooms facility with 60+ team members and 1 manager (2<sup>nd</sup>/3<sup>rd</sup> Shift)
- Oversaw the terminal cleans of all the OR units (General Surgery, Ortho, Day Surgery, and L&D)
- Responsible for planning, administering, and directing all unit activities related to environmental services
- Executed compliance standards established by Crothall Healthcare, regulatory agencies and client
- Conducted quarterly employee productivity observations to ensure proper cleaning techniques, efficiency and cost-effective utilization of the materials
- Developed employee schedules and tasks based on service level agreements
- Ensured compliance with infection prevention, safety, and OSHA

### **Operations Manager – Crothall Healthcare (Memorial Hermann Texas Medical Center) Feb. '14 – Dec. '15**

- Managed a 900+ rooms facility with 25+ team members (Heart Vascular Institute in The Medical Center)
- Responsible for planning, administering, and directing all unit activities related to environmental services
- Executed compliance standards established by Crothall Healthcare, regulatory agencies and client
- Conducted quarterly employee productivity observations to ensure proper cleaning techniques, efficient and cost-effective utilization of the materials
- Ensured compliance with infection prevention, safety, and OSHA
- Assessed patient satisfaction scores (HCAHPS) by performing patient evaluations and audits
- Established departmental policy guidelines in conjunction with federal Joint Commission regulatory standards
- Developed employee schedules and tasks based on service level agreements
- Trained employees on customer relation techniques and cleaning procedures

### **Microsoft Advisor – Best Buy Nov. '10 – July '13**

- Organized priced and stored merchandise
- Handled all the complaints from customers with sensitivity
- Assisted other colleagues in all cash register responsibilities including balancing, handling customer purchases, and organizing cash register
- Trained new employees in policies, procedures, technology and selling techniques in the computer department

### **Achievements**

- Lead Coordinator in implementing an online EVS service request system for the campus
- Integrated the Hygenia ATP testing at the Hospital to ensure a more accurate reading of room cleanliness
- Worked with the Six Sigma Team to improve the bed management procedure and policies for the campus
- Team Lead to integrate and scanning system on campus to ensure the cleanliness of bathrooms and patient rooms

### **Education**

- Bachelors of Business Administration emphasis in Marketing 2008  
Florida A&M University, Tallahassee, Florida
- Hootsuite Professional May 2016

### **Activities and Honors**

- President of Florida A&M Alumni Association Houston Chapter
- Phi Beta Sigma Fraternity, Inc.
- Houston Interactive Marketing Association