

Summary

Engaging and personable transformation partner and coach with 20+ years in storytelling, customer relationship building, content strategy, facilitating, and coaching, who brings a rare blend of communications and human-centered change activation experience. An entrepreneur who thrives on being strategic, working at the crossroads of multiple disciplines and functions, with a creative and positive mindset. Former tech startup marketer turned Professional Certified Coach and learning development professional, and lifelong learner, seeking a role in a forward-thinking coaching organization that can tap into my many skillsets.

Skills

Growth Transformation
Coaching
Marketing Strategy

Change Management
Facilitation
Adaptability

Storytelling
Relationship Building
Project Management

Experience

President and Founder, Blue Pinecone Consulting LLC

April 2022 — Present

Founded and project manage all aspects of this certified woman-owned small business delivering customized change management, leadership and communication training, and coaching for clients in the D.C. area.

- Generated over \$100K in revenue within the first year of business.
- Partner with leaders to identify development and skill needs and translate feedback into targeted learning and change management solutions.
- Design and deliver learning and coaching experiences using adult learning principles ADDIE and SAM; Change management frameworks like ADKAR, Kotter and Kubler-Ross; and evaluate effectiveness through feedback, surveys, and Kirkpatrick methodology to improve engagement and outcomes.
- Manage learning content and delivery across virtual learning platforms, LMS systems, and digital collaboration tools like Slack, to support synchronous, asynchronous, and blended learning experiences for delivery to max 150 people.
- Developed manager toolkits, facilitation guides, coaching resources, and communication materials to support leadership effectiveness and behavior change.
- Created and facilitated interpersonal skills training for USDA managers with a 99% satisfaction rate.
- Deliver one-one-one executive and career coaching sessions with leaders, high-potentials, and new managers.
- Lead and develop a team of 10 ICF-credentialed coaches and supervise full coach program lifecycle for clients, from needs assessment and strategic planning to logistics, coach selection, and client satisfaction for multi-million-dollar organizations.
- 5-star rated facilitator as evidenced by multiple post-training surveys.
- Collaborate with clients and stakeholders to ensure alignment between training initiatives and growth metrics.

Director of Events, DC ICF Metro Chapter

June 2023 — Present

Oversee the strategic planning, cross-team collaboration, volunteer management, program planning and logistics, continuing education credits, and all aspects of this conference, the largest coaching conference on the East Coast.

- Directed all aspects for this 400+ person coaching conference with a \$250K budget, featuring international speakers and culturally inclusive programming.

Adjunct Professor, George Mason University

August 2024 — Present

Teach undergraduate classes in-person and asynchronously through the Career Services center.

- Administered learning content, assignments, and learner engagement in Canva and Blackboard LMS platforms, supporting a blended learning environment and learner progress tracking.

Director of Content, Degreed

April 2022 — April 2023

Led the content strategy, development, editing, and publishing as an extended senior leader for this international \$1.5B-valued upskilling platform.

- Led cross-functional alignment efforts across global teams, creating communication frameworks and governance structures that ensured consistent messaging during organizational initiatives.
- Oversaw all design and development of minor and major content projects with a focus on cultural inclusivity.
- Lead and supervised two content managers, including performance reviews, promotions, goals, KPIs, and time off.

Senior Content Manager, Association for Talent Development (ATD)

January 2018 — April 2022

Led the Change Management, Career Development, Talent Management, and Organization Development communities of practice content, events, and products for this 40,000+ member organization in over 120 countries.

- Designed and executed learning strategies for leadership and career development communities, aligning content and events to ATD's Capability Model and business goals across 120+ countries.
- Developed and project managed books on Change Management, including best-seller, *The Hard and Soft Sides of Change Management* by Kathryn Zukof.
- Created Google #4 search result on What is Change Management by created SEO framework, writing content, requesting graphics and creating layout for page.
- Oversaw and managed budgets and P&L for several learning events, publications, and ATD Job Bank—contributing to \$2.5M+ in annual revenue.
- Developed new marketing and membership strategies and created new revenue streams by targeting new audiences/members for the organization like transitioning military service members, teachers and OD professionals, resulting in thousands of additional members, conference registrations and book sales.
- Created, hosted and produced *The Accidental Trainer* podcast, connecting with L&D and Change Management leaders and thought partners to elevate talent and change management best practices (40K+ downloads).
- Authored and edited key resources for career transitioning professionals, including *Take Charge of Your Career Path* and *Teachers to Trainers*, empowering career transitions into the field of Learning and Development.
- Measured program effectiveness through participation data, learner feedback, and engagement metrics to continuously improve learning experiences and ROI.
- Created and facilitated high-value partnerships such as the USO for Troops to Trainers workshops, and the International Coaching Federation for the ATD Career Center at the annual conference attended by 10K learners.

Editor of Publications, Grassroots Advocacy Manager, America's Blood Centers

April 2016—Sept. 2017

Oversaw all content and marketing strategy for this hematology-focused association of over 60 blood centers across the country, making up for more than 60 percent of the U.S. blood supply.

- Redesigned, wrote, and edited the flagship content, the ABC Newsletter; raising the open rate by 50%.
- Managed the U.S. social media campaign and project #MissingTypes, generating millions of impressions on Twitter and Instagram and helping to increase blood donations across the country.

B2B Content Manager, ID.me

May 2015—March 2016

Oversaw and performed all B2B content marketing strategy, data and customer analysis, and thought leadership development for this now \$1.5B award-winning tech-startup.

- Generated thousands of leads through the conceptualization, development, and project management of all B2B collateral, including ebooks, infographics, one-pagers, and white papers.

Other Experience

Web Managing Editor, Boston Phoenix; Editor, Patch; Lead Producer, KWTV; EU Stringer, Red Herring; HR lead, Sunrise Senior Living.

Education and Certifications (abbreviated)

Master of Science, Graduate School of Journalism, Columbia University, 2004

Bachelor of Arts, English, University of Virginia, 2000

Professional Certified Coach (PCC), International Coaching Federation, 2024

Everything DiSC Certification and partner, Wiley, 2024

Smart Growth Advisor Certification, Disruption Advisors, 2024

Inclusive Workplace Culture Specialty, SHRM, 2023

Integrated Talent Management Certificate, ATD, 2022

Tools & Platforms: Asana and Slack along with other project management platforms; Adobe Creative Suite; Canva; Google Suite; HubSpot and various CMSes; LMS systems; Microsoft Office; Salesforce and other CRMs; Sharepoint, WebEx; Wix, WordPress and various website building and hosting platforms; Zoom and Social Media platforms.