

Thank you for your kind consideration for Marketing Lecturer, Haslam College of Business, The University of Tennessee-Knoxville

I have decades of business-building, award-winning marketing and advertising industry experience leading collaborative, cross-functional teams to design, deliver, execute, manage and measure strategic direction, brand vision and 360-degree integrated marketing and communication plans - big AND small - for blue chip multinationals. Clients value my customer-service orientation, collaborative partnership and for being a strategic thinker and strong problem solver, blending keen analytical skills with canny creative chops. Together we maximize ROI on marketing investments; create branding; storytelling; internal and external target audience insight development and engagement; spur sales; design marketing plans and frameworks; special events; fundraising; innovation based on analysis of marketing trends; new products; communications plans; digital and integrated marketing campaigns for Fortune 100 global corporations such as Anheuser-Busch, Mars, Kraft Heinz, Johnson & Johnson and Mondelēz; and charities like Pedigree Foundation and Ronald McDonald House. At the same time, I kept one foot in higher ed, teaching Marketing and Business on the undergrad and Masters level at Northwestern University and Elmhurst University. Inspired by a UW Alumni event, I created a series of adult and continuing education courses for College of DuPage's Business of Craft Beer program. A lifelong learner, I'm distance learning at Harvard University Graduate School of Education. And I'm an incorrigible volunteer dedicated to serving others, including as faculty advisor for EU's American Marketing Association, LCC K-9 Ministry; LeaderShape; American Legion; Access Sports, for athletes with disabilities; and FRUA for children adopted internationally and cross-culturally.

## WORK EXPERIENCE

**Ideapolis 865**, Managing Director (LLC January 2011-present), freelance (July 2006-January 2011)

*Amy brings a unique combination of valuable industry experience, an entrepreneurial mindset, the latest advances in higher education, enthusiasm, creativity, curiosity, commitment, collaboration, and a First Gen working-class sensibility to all that she does.*

- Amy is the Managing Director of Ideapolis 865, a "small batch" marketing consulting firm and creative lab.
- Throughout my career, I have had the privilege to shepherd marketing strategy planning, communications and 360-degree integrated marketing creative campaigns, evaluate branding, and develop new products and programs for many of the most loved brands from several of the world's greatest companies, including Anheuser-Busch, McDonald's, SC Johnson, Dell and Nestlé. For Ideapolis 865, our Clients and partners include Bridgestone/Firestone, Johnson & Johnson, Mondelēz, Sanofi, GlaxoSmithKline, Mars Petcare, Pedigree Foundation (pro bono), OKRP, Whirlpool, The Kraft Heinz Company and Kraft's Global Marketing Leadership Academy, providing consistent training and strategy impact across the world. Valued for her ability to connect with a range of diverse stakeholders, an innate ability to lead and communicate effectively, Amy served as a lead trainer and consultant for Kraft/Cadbury across Asia Pacific, North, Central and South America, Europe, India and The Middle East.
- For a fast-paced example of Digital Marketing and award-winning, high impact DEI programming, Amy led and supervised the cross-functional Team that created the strategic thinking and creative idea for Oreo "Daily Twist," a 100-day viral social media, video and CRM campaign. One example was the gorgeous stacked rainbow Oreo for LGBTQ+ entitled, "Pride." Industry critics praised our campaign for influencing perceptions, "An aesthetic, fun and engaging way to recast a familiar brand, engage new audiences, make a positive difference and reclaim cultural relevance." Hearts were won. Awards followed. Sales soared.
- Currently partnering with a Fortune 200 new Chief Marketing Officer to design and develop a Marketing Leadership Council and Charter framework to inform and inspire better marketing practices and an agile organizational structure, connecting to organization goals and inclusive of external partners. We are also developing marketing campaign metrics and reporting scorecards to measure programming, outcome evaluation, team conduct and productivity, individual performance and success.
- In 2021 I donated my time to Pedigree Foundation Board of Directors to write a 5-year OGSM strategic plan, including tactics.
- I led several multinational cross-functional teams from Bridgestone through long-term Value Proposition development; grew Henkel revenue globally; created Marketing and Sales frameworks for Salco, engineers of patented components for Rail Industry; partner closely with Whirlpool, KitchenAid and Maytag marketing; and recently led Amazon AWS, FleetCor and Salesforce.com through Innovation training and initiatives.
- Services include: designing, implementing, and evaluating integrated strategic marketing campaigns, including digital marketing; vision and marketing planning; stakeholder insights; communication development and alignment; brand identity, brand awareness and brand integrity; creative and campaign ideation; social responsibility; sales, team development; pitching; new products; advertising agency coaching; partnerships; project management and coordination; friend and fundraising; data-driven analysis; public relations and corporate communications; marketing operations; qualitative research; multi-platform marketing strategy; internal and external audiences marketing strategy; customer engagement; brainstorming; training and facilitation.

**Elmhurst University**, Adjunct Faculty (January 2003-present)

- Amy is an award-winning adjunct for The Center for Business and Economics. She teaches Marketing Strategy, Insights and Analytics, Global Business Today, Qualitative and Quantitative Research and Principles of Marketing on the undergraduate and MBA levels. She leads Animals and Their Human Companions, an innovative First-Year Seminar to help our institution and students think critically and explore roles they can play to better the lives of animals.
- Amy is among select faculty invited by the Dean to serve as a Mentor and strategic thinker for EU's Student LeaderShape Program where she provides Mentoring, Career Services, coaching for presentation and digital communication skills, Leadership Development, delivers departmental goals, collaborates with administration, departments and students, makes recommendations on corporate partnerships and internships. Amy initiated an AMA Club, with digital marketing outreach, and volunteer-serves as faculty lead.
- Fall 2020, several underrepresented student-athletes asked Amy to be a Faculty Advisor for a landmark student-led Diversity and Racial Equity initiative. We are empowered and committed to make a positive difference on campus.

**DDB Chicago**, Vice President, Management Director (June 1995-July 2006)

- Amy was VP on the small collaborative team that helped realize the 'Whassup' campaign, featuring African American director Charles Stone III and his friends. This groundbreaking, culture-spanning, iconic advertising campaign bridged barriers, skyrocketed sales and earned many prestigious industry awards, including The Grand Prix at Cannes, Clios, Gold Lions, Effies, Webbys and the hearts and minds of people around the world. Our very special teamwork broke new ground.
- Amy supervised the fast-paced, fluid environment of Digital Communication creation and implementation for A-B. This growing team of production, video, social and digital media teams launched and provided site design, execution of marketing strategies, measurements and social media management for the first-ever sites for Budweiser.com, Budlight.com and BudBowl.com - with record revenue growth and metrics. We also started Bud Gear, collaborating and coordinating with our Clients and leveraging vendor relationships and capabilities to build a relevant online merchandise store, that built databases, led to new audiences and future CRM.
- Amy led New Products and was accountable for all primary Client relationship management, and had supervisory responsibility for all team members (e.g., hiring, staffing, administrative, assigning projects) and budgets. She inspires great teamwork, provides sound stewardship, possesses stellar project management skills, a keen ability to prioritize, meet deadlines and deliver complex projects. She worked collaboratively with creatives, brewmasters and national salesforce to think analytically, research trends, develop, launch marketing and sales support for seasonal and holiday favorites and specialty brands, including best-seller Michelob Ultra.
- In addition, Amy led strategic direction, scripts, photography, graphic design, print, TV and video production and strategic communications for A-B brands, including 'Don't Drink and Zamboni' with Wayne Gretzky and other positive and appropriate influencers to prevent underage drinking. Finally, she also led communications for A-B's charitable Emergency Water Drinking Program.
- As Head of McDonald's Brand Strategy, New Products and Corporate Social Responsibility Teams, Amy led strategic planning for taste, health and nutrition advancements across McDonald's menu and operations, introduced McCafé globally, relaunched Salads, introduced healthier Happy Meals, and launched the revolutionary, game-changing budget-savvy Dollar Menu.
- Our dedicated teamwork identified trends and supported long-term improvements for customer service, human resources and Employer as Brand. Our problem-solving helped McDonald's find solutions. We wrote scripts and created content for Hamburger U. Amy led staff hiring, team staffing and development, media buying and marketing budget responsibility.
- Amy was proud to lead the talented professionals that created 'World Children's Day' for Ronald McDonald House Charities, the first global corporate effort that continues to raise millions of dollars each year for families with critically ill children.
- Amy also led Dell Computers and Henkel Global teams, leading brands like Duck brand duct tape to be Walmart's #1 selling product.

**Northwestern University, Medill School of Journalism**, Adjunct (1996-2005); Guest Lecturer (off/on since 2011)

- Amy co-taught 'Brand Communications Decisions' and 'Building Brands with Creative Ideas' on the Masters level, where she continues as a frequent industry expert, raising industry standards on Creativity, Marketing Strategy, Campaigns and Consumer Insights.
- Amy is co-creator of two dynamic courses for Medill - including 'The Power of an Idea' - together with legendary Stan Tannenbaum.
- For an advertising campaigns cohort, Amy brought her students projects from leading companies, including Google.

**College of DuPage**, Glen Ellyn, Illinois, Adjunct Faculty (January 2021-present)

- Amy designed and leads 2 series of 'Business of Craft Beer' adult and continuing education courses (e.g., Ale Trails).

**Foote, Cone & Belding**, Account Supervisor. American Dairy Association, SC Johnson, Nestlé (June 1990-June 1995)

#### **Earlier Employment:**

Office of the Wisconsin Governor, speechwriter/researcher (writing and publishing on Indigenous Peoples rights); UW Sports (football referee; rugby reporter); Zillman Advertising and Marketing, Madison, account executive (American Girl Dolls; Hillshire Farm); Children's Home Society and Family Services Midwest Outreach Director on International Adoption; W.H.I.T. radio Disc Jockey, Madison; and more.

### **EDUCATION**

**Harvard University, Graduate School of Education**, Cambridge, MA (September 2020-current)

A lifelong learner, I am currently enrolled in rigorous graduate courses specifically designed to advance my teaching strategies, skills for distance learning, identification of trends, leadership in education, enhance my appreciation and understanding of Racism, Race, Identity, Culture, Diversity, Equity, Inclusion and Belonging in Opportunity and Education. Earned 4 HGSE certificates during the pandemic.

**Northwestern University, Medill School of Journalism**, Evanston, IL. Master of Science, **Integrated Marketing Communications**. Honors: Magna Cum Laude; Kappa Tau Alpha; Tatum Award; Phi Beta Kappa

**The University of Wisconsin - Madison**, WI, Bachelors of Arts, **Journalism and Advertising**, "Big Red Alumni"

**First Gen**. Worked full-time; Intramural football referee; work study; Gamma Phi Beta; The Onion and Daily Cardinal, illustrator and writer

**Franklin University**, Lugano-Sorengo, Ticino, Switzerland. Global studies, film, communications, CG Jung Psychology, and Italian

#### **Continuous Education Programs, Lifelong Learning, and Innovative Experiences include:**

Storytelling and Animation graduate from The Disney Institute at Walt Disney Studios; Berlitz (Russian); Harvard University Certificate in Media and Technology for Education (2021); State of Illinois licensed substitute teacher (K-12); National Wildlife Foundation and Monarch Watch certified gardener (2020); Yale and Duke U Coursera courses; Parenting; The Conservatory Program at The Second City graduate, Chicago

### **COMMUNITY LEADERSHIP, STEWARDSHIP and VOLUNTEER INVOLVEMENT**

- **Volunteer Lead (Russia), Museum of Science & Industry Chicago**, (2001-present)  
Oversees volunteers to design and execute an annual exhibit for 'Christmas Around the World and Holidays of Light.' Responsibilities include Media Relations and PR spokesperson for Museum broadcasts, articles and reviews. In 2019, MSI's educational programming and celebratory exhibits attracted 26 million online visits, 1.4 million Museum visitors, and was the top field trip destination among Chicago-area cultural institutions.
- **Camp Coordinator (volunteer), Eastern Europe, Kaleidoscope**, (2007-present)  
Kaleidoscope is a global culture camp for children in grades K-12 who were adopted cross-culturally and/or internationally. Our camp programs include: African American; Chinese; KISS (Korea, India, Southeast Asian); Eastern European; and Latin American. Bringing together over 100 children from Chicago and the Midwest, Kaleidoscope Culture Camp volunteers commit to educate children in adoptive and foster families, and promote understanding about diversity, inclusion, equity, belonging, cultures and birth countries.
- **National Board of Directors (volunteer), Outreach, Scholarship & Young Adults Program Director, FRUA** (2019-present)  
FRUA provides Hope, Help and Community to adoptive families by providing connection, education, presentations, outreach, policies, resources and advocacy to improve the lives of orphans. I have lead responsibility for Paid, Owned, Earned and Shared Media Relations, PR and vendors. I write to government, public and private parties, and create content for Facebook, Twitter, Instagram, webinars, our website and publication. We support families from 32 +countries in Eastern Europe and Central Asia, and embrace all. FRUA is the only international adoption community with a national structure, now in our 27<sup>th</sup> year.
- **Apprentice Trainer (volunteer), Lutheran Church Charities K-9 Comfort Dog Ministries**, (2020-current)  
Our family is spending the next 2 years raising, living with and training a LCC K-9 Comfort Dog to help him "qualify" and be placed with his permanent handler. Launched in 2008, LCC K-9 Ministries is a national human-care ministry that embraces dogs' therapeutic skills. Following tragic events like 9/11, Sandy Hook, Orlando and Beloit, LLC K-9s provide onsite comfort to people in need as well as ongoing ministry in schools, churches, hospitals, nursing homes, the military and in communities.
- **Board of Directors (volunteer), Access Sports**, (2018-current)  
We're a community-based sports league for children with intellectual and physical disabilities. In 2020, we innovated and delivered sports programs via video production and media. We are self-sustaining in grant writing and fundraising.
- **Adult Leader and Three Fires Council Representative (volunteer), Venturing and Scouts BSA**, (2016-present)  
Active with Merit Badge University, supervises high adventures, Eagle Scout service projects, equipment and exercises resource allocation and requirements, review boards and applicants, leads, manages and develops Venture Scouts, ages 14-20.
- **Mentor (volunteer), Business 'INCubator' and Educational Programs**, Fenton High School (2014-present) and York High School (2019-2021)  
Annual "Life After York" college-prep volunteer (2016-present). Driven to support underserved and promising students with career planning, time management skills, counsel, coaching, college selection, scholarship, service and recruitment.
- **Steering Committee (volunteer), American Legion and Ladies Auxiliary**, (2016-present)  
Frequent volunteering, writing/editing for veteran news publications, Military Ball annual fundraising committee to help serve those who served our country.
- **Parent & Family Council (volunteer), University of Maryland - College Park, MD** (2019-present)  
Support student recruitment and retention efforts, serves as ambassador for parent and family recruitment, and as liaison between groups.
- **Tennessee Family Advisory Council (inaugural member), University of Tennessee-Knoxville** (August 2021-present)  
Our activities include supporting Chancellor directs such Big Orange Give, Family Days, spring appeal, outreach and giving feedback.
- **Athletic Booster Board (volunteer), York Community High School** (2014-2019). **Basketball Coach** (2008-2015) and **Board of Directors (volunteer), YMCA, Elmhurst** (2015-2018)  
As Directors, we raised funds, worked with media outlets, provided counsel, teamwork, managed communications, coached, developed sports, social and academic programs, buildings and properties to serve our Elmhurst community.
- **Board of Directors, Elmhurst School District 205 Educational Foundation (volunteer)**, (2011-2014). Education advocate, fundraiser and partner.