

## Tourism Marketing Executive

*Brand Builder • Big-Picture Thinker • Idea Generator • Problem Solver • Strategic Communicator*

Strategic tourism marketing executive with more than 20 years' experience in turning ideas into action. Focus on customer-centric strategies to develop audience and messaging programs. Experience managing a wide variety of marketing channels including advertising, online, social media and media relations. Lead by example with a strong history of team building.

- Strategic Planning
- Audience Targeting
- Message Development
- Brand Development & Implementation
- Channel Management
- Content Creation

## Career Highlights

- Co-chair of Wyandotte County **World Cup Readiness Task Force** to plan activities for 2026 World Cup in Kansas City, Kansas, including \$2 million fundraising effort
- Grew Visit Kansas City Kansas from **\$1 million to \$2 million budget** over five years
- Led **marketing team** for \$10 million organization and spearheaded **rebranding initiative**
- **Increased frequency of stories about KC** in target publications by more than 40% during tenure
- Oversaw **major event marketing** including 2012 MLB All-Star Game
- Guided an **aggressive digital and social strategy** that achieved nearly 3 million annual web visitors and more than 300,000 annual social engagements
- Frequently **recognized for team contributions** including 2018 Award from Missouri Travel Alliance, 2014 Award from Midwest Travel Writers Association and 2010 Award from Missouri Division of Tourism

## Professional Experience

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| 10/2019 – Present | <p><b>Visit Kansas City Kansas, Kansas City, KS</b><br/> <u>Executive Director</u> (5 years)</p> <ul style="list-style-type: none"> <li>• Oversee <b>team of nine</b> with \$2 million annual budget</li> <li>• Grew organization budget <b>from \$1 million to \$2 million</b> over five years</li> <li>• Introduced the nationally recognized <b>KCK Taco Trail</b></li> <li>• Co-Chair of Mayor's Wyandotte County <b>World Cup Readiness Task Force</b>.</li> </ul>   |
| 6/2015 – 12/2019  | <p><b>Carr Strategies, Kansas City, MO</b><br/> <u>Owner &amp; Chief Strategist</u> (4 years)</p> <ul style="list-style-type: none"> <li>• Developed and implemented <b>destination marketing strategies</b> for more than a dozen DMOs across Kansas &amp; Missouri including Clay County, MO; Independence, MO; Maryland Heights, MO; Warrensburg, MO; Callaway, MO; St. James, MO; Olathe, KS; Kansas I-70 Association; Missouri Highway 36 Association and more.</li> </ul>   |
| 9/2009 – 4/2015   | <p><b>Visit KC, Kansas City, MO</b><br/> <u>Vice President of Marketing &amp; Communications</u> (5 ½ years)</p> <ul style="list-style-type: none"> <li>• Oversaw <b>marketing team of nine</b> with \$2.5 million annual budget</li> <li>• Spearheaded <b>rebranding initiative</b> of Visit KC</li> <li>• Generated more than <b>300 million annual customer impressions</b> through advertising, media relations and online marketing</li> <li>• Responsible for <b>\$1.2 million annual advertising buy</b> that achieved <b>\$73 ROI</b></li> <li>• Guided an <b>aggressive digital and social strategy</b> that has achieved nearly 3 million annual web visitors and more than 300,000 annual social engagements</li> <li>• Developed <b>KC Film office</b></li> </ul> |

- 11/2004 – 12/2010      Director of Communications (4 years) & Communications Manager (2 years)
- **Increased frequency of stories about KC** in target publications by more than 40% during tenure
  - Achieved **record media coverage** for Kansas City, surpassing 160 million annual impressions
  - Successfully bid for and executed **three major travel writer conventions** that brought **170 prominent travel journalists** to Kansas City over a three-year span
  - Played a major role in the media relations strategies for **several, large-scale events** in Kansas City, including **NCAA** Local Host Committee (two years), **Big 12** Host Committee (four years) and the **Tour of Missouri** professional cycling event (two years)
- 3/2003 – 11/2004      **MMGY Worldwide**, Kansas City, MO  
Public Relations Account Executive for Missouri Division of Tourism (1 ½ years)
- Oversaw all **public relations activities and strategies** for Missouri Division of Tourism
  - Pitched stories and responded to media inquiries from **national, regional and local media outlets**
  - Wrote, edited and distributed **news releases** for Missouri Division of Tourism
  - Developed media itineraries and **hosted journalists** on press trips through Missouri
  - Updated **online content** for the Missouri Tourism Online News Bureau at News.VisitMO.com
  - Built and maintained **relationships** with members of the Missouri Tourism industry
- 10/1999 – 7/2002      **Vanguard Airlines**, Kansas City, MO  
Public Relations Manager (2 years) & Assistant Marketing Manager (6 months)
- Coordinated **media relations program** for all media outlets nationwide
  - Executed **crisis communications plan** following events of Sept. 11, 2001
  - Updated **online content** for www.flyvanguard.com, producing Web pages and graphics
  - Assisted in execution of **advertising plan, promotional events & marketing materials** in coordination with advertising agency
  - Coordinated **charitable donations program**
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## Education

- 5/1998      **University of Kansas**, Lawrence, KS  
Bachelor of Science in Journalism, Emphasis in Business Communications
- Graduate with Highest Distinction, William Allen White School of Journalism
  - Phi Beta Kappa (Liberal Arts Honor Society) & Kappa Tau Alpha (Journalism Honor Society)
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## Board & Leadership Roles

### Skål International Kansas City

- President, 2023-Present
- Board Member, 2021-Present

### Travel Industry Association of Kansas

- President, 2025
- Board Member, 2020-Present

### Missouri Travel Alliance

- Executive Committee, 2018-2019
- Board Member, 2017-2019

### Wyandotte County World Cup Readiness Task Force

- Co-Chair, 2024-Present

### Kansas I-70 Association

- Treasurer, 2023-Present
- Board Member, 2020-Present

### Midwest Travel Journalists Association

- Secretary, 2017-2021
  - Associate Director, 2013-2015
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## Affiliations

- Skål International • Destinations International • Society of American Travel Writers • Midwest Travel Journalist Association
- Greater Kansas City Attractions Association • Public Relations Society of America