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OVERVIEW

Background entails over 30 years of experience in responsible positions leading to proficiency in management, marketing, public and community relations, strategic planning, fundraising, advocacy, program development and implementation, and volunteer coordination; have developed an extensive network; recognized as a respected professional. Extensive international travel writing and travel photography exhibits (over 60 to date).
Guest Curator of 'In Celebration of Women' 2020 at Herberger Art Gallery / AZ Capitol Museum in Phoenix, AZ

EXPERIENCE

CONSULTING / VOLUNTEER (2000 - Present)

Phoenix, Arizona

Offer independent consulting services in public relations, event planning, fundraising, marketing, board development.

- Established Arizona Women's Partnership, Inc. an all-volunteer philanthropic non-profit (2002) - to fund grass roots organizations which assist underserved women and children at risk in AZ / awarded over \$500,000 in grants; www.azwp.org
- Created, coordinated, and have done publicity for two highly acclaimed fundraising events: Getting Our Just Desserts - featuring female pastry chefs and Wine, Women & Jazz. Received extensive media coverage. to benefit the Arizona Women's Partnership and other charities.
- Created a signature fundraiser for the benefit of affordable housing – entitled Décor 2002
- Developed an extensive network of media contacts. Developed social media presence
- Responsible for the major shift in media coverage for a local theater company (for two seasons).
- Handled publicity for major music festival - 15 concerts - gained extensive media coverage.
- Consultant for the TAP program focusing on small non-profits (five years)
- Freelance writing of feature articles published in local newspapers and international journals.
- Published first work of non-fiction, Daughters of the American Dream ©2000 English/Italian - maiden name
- Published international travel articles in local magazines and newspapers, on the internet. Posted on website.
- Photography exhibits: Have Passport –Will Travel / Journey through the Emerald Isle / To Cuba with Love / A South American Adventure. ALSO: Created and Curated juried female art exhibit: In Celebration of Women

AMERICAN LIVER FOUNDATION (1997-2000)

Phoenix, Arizona

Arizona Chapter Director

- Raised over \$250, 000 through events, bequests, and memberships.
- Developed and wrote professional newsletter; reports; letters; grant proposals; news releases.
- Secured media coverage for medical issues and events; advocated for medical research funding.
- Oversaw all committees: education, patient support groups, public relations, fundraising, etc.
- Maintained a fiscally conservative budget; authorized and processed payments for expenses.

SCOTTSDALE EDUCATION CENTER, INC. (1989-1996)

Scottsdale, Arizona

President / Director

- Organized Arizona Corporation and wrote strategic business plan.
- Designed, developed and implemented marketing, advertising, public relations plan.
- Wrote text and designed layout for brochures, marketing materials, articles and press releases.
- Handled educational offerings, marketing, management, staffing and administration.
- Developed academic curriculum in Reading, Writing, Math, Study Skills and SAT Prep.
- Successfully developed and maintained an extensive referral base; assisted over 350 students

AMERICAN LEARNING CORPORATION (1988-1989)

Scottsdale, Arizona

Director

- Managed education center. Handled all marketing, advertising and public relations.
- Wrote all news releases and distributed to electronic and print media.
- Developed community relations programs, including a scholarship program.
- Marketed to education professionals and the community.
- Tracked student development. Significantly increased student enrollment.

Bell System: US WEST – Quest - MOUNTAIN BELL (now CenturyLink) (1981-1987)

Phoenix, Arizona

Marketing Executive

- Successfully managed and defined strategic plans and sales for extensive customer revenue base of over \$1Million in telecommunications, data services and products.
- Developed and presented over 100 written and oral business proposals.
- Developed multimedia business presentations for major accounts.

- Received numerous awards for consistently achieving and surpassing sales quotas.

Human Resources, Assistant Staff Manager - President of US West Women in Management – Year for All AZ Women

- Created, Designed, Developed and Administered 1985 Year for All Arizona Women – a highly successful statewide project, as a non-profit 501(c) 3 corporation, to acknowledge the contributions of AZ women with corporate support
- Designed and implemented successful publicity and fundraising campaigns; raised \$150,000 for project.
- Developed ethnically / racially diverse Executive Board, Advisory Committee and Committee Chairs.
- Gained broad-based, statewide support from corporate, education, civic, tribal, and community leaders.
- Involved employees, 350 community volunteers and leaders in over 55 events, attracted over 10,000 attendees
- Developed a foundation to distribute proceeds to over 36 small non-profits in AZ to help women and children.

MARICOPA COMMUNITY COLLEGES

Phoenix, Arizona

Adult Education Instructor-Life Time Certification – Taught Parenting Classes – and Foster Parent Licensing Classes

EDUCATION

CITY UNIVERSITY OF NEW YORK - Baruch College

New York City

BBA Industrial Psychology

NEW YORK CITY COMMUNITY COLLEGE

New York City

AAS Marketing

NEW SCHOOL FOR SOCIAL RESEARCH (now NSU)

New York City

Social Sciences

HUNTER COLLEGE

New York City

Elementary Education

STUDIO FIORENTINO

Florence (Firenze), Italy

Italian language and Art History

ISTITUTO VENEZIA

Venice (Venezia), Italy

Italian language

IS French Language School

Aix-en-Provence, France

AWARDS AND RECOGNITION ~

YWCA – Leadership Award for Advocacy ~ Child and Family Lifetime Achievement Award ~ BMO Harris Bank

Community Service Award ~ National Bank of Arizona Amazing Woman Award ~ Susan G. Komen Ribbon of Hope

Award (Phoenix Affiliate) ~ MACY’S for Her Sake: Heart and Soul Award ~ Susan B. Anthony Award ~

Phoenix Chamber of Commerce - Athena Award finalist ~ ZONTA

Who’s Who in Arizona ~Valley Leadership Awards Finalist ~ Phoenix Women’s Commission

International Women in Leadership ~ American Learning Corporation ~ US WEST - Marketing Awards

United Nations Association ~ IMPACT for Enterprising Women ~ Phoenix Indian Center

Women of Scottsdale - Woman of the Year ~ Junior league of Phoenix ~

Media

Keynote presentations to numerous business and civic organizations / featured radio and TV appearances

Articles Published in magazines and local newspapers.

International Conference Participation / Projects

United Nations Women’s Decade Conference

Nairobi, Kenya

World Congress of Women

Moscow, Russia

United Nations Conference on Environment and Development

Rio de Janeiro, Brazil

United Nations 50th Anniversary Conference

San Francisco, CA

United Nations World Summit for Children

New York City, NY

Study Tours / Projects

Japan / China / Mexico / Italy

A I E S E C Traineeship

Zurich, Switzerland

Well-traveled (over 50 countries) / well-read / broad-based ARTS interests / hiking / advocacy-social justice