

Helping automotive organizations transform digital strategy into customer adoption, operational excellence, and measurable business results.

PROFESSIONAL EXPERIENCE

NETSOL Technologies

BMW Dealer Success Training Manager | Current

Bringing innovative digital retail to BMW centers through effective and meaningful training and support relevant to real-life customer experience.

- Collaborate with BMWNA and BMW centers to implement digital retail strategy.
- Enhance user engagement by fostering a deep understanding of digital retail and its relevant application to real-life customer scenarios. The goal...Sell More Cars & Make More Money!
- Develop skills in training content creation and user support, driving enthusiasm to build user engagement.

BMW NA, LLC

Senior Retail & Digital Strategist | Apr 2024 – Aug 2025

Promoted from Virtual Showroom Tool Manager to spearhead dealership training and consulting on digital retailing strategy. Partnered directly with centers to evaluate and improve sales performance through customized digital strategies and consulting. Boosted platform utilization by 30%, resulting in budget expansion and elevated stakeholder confidence.

Shift Digital

BMW Digital & Process Field Consultant, National Aftersales Lead | Mar 2022 – Apr 2024

Delivered hands-on coaching and consulting to dealership sales and service teams on marketing, lead handling, and fixed ops growth. Trained dealer personnel on best practices in digital advertising, lead conversion, and process design. As National Aftersales Lead, supported field consultants in developing training tools and scalable consulting solutions.

Netsertive

Senior Automotive Digital Marketing Specialist | Sep 2021 – Apr 2022

Consulted with auto dealers on digital performance. Delivered client training on analytics interpretation, marketing strategy, and campaign improvement. Optimized Google, Facebook, and YouTube advertising to meet or exceed ROI targets.

Orange County Health Department

Public Health Clinic Manager | Nov 2020 – Jul 2021

Led operational and training efforts for mobile health units and nursing teams during COVID. Directed educational outreach and provided training to staff and partner organizations.

Special Note: This was a temporary position to support the local community when I returned to the States post Peace Corps service during the pandemic.

Peace Corps, Botswana

Health Education Specialist | Jul 2018 – Mar 2020

Designed and implemented district-wide training and education initiatives focused on public health, youth engagement, and gender equity. Built capacity through coaching local educators and clinic staff, while launching high-impact media-based health education campaigns.

Hendrick Automotive Group

Communications Director | Nov 1998 – Jul 2018

Directed all marketing efforts across Acura, BMW, Porsche, and Subaru dealerships. Increased sales volume and digital conversion rates. Scaled call center team while maintaining high retention and performance. Spearheaded marketing strategy, vendor management, and business development, as well as sales and service operational process management and growth.

Earlier Roles

Editor, News of Orange County

English Instructor, Piedmont Community College

EDUCATION

B.S., Nursing, Distinction – University of North Carolina at Chapel Hill

M.A., English Literature & Creative Writing, Honors – North Carolina State University

B.A., English Literature, Honors – University of North Carolina at Charlotte

Minors: Creative Writing, Secondary Education

COMMUNITY LEADERSHIP

Board Member: Chapel Hill Carrboro Chamber, Durham Tech Foundation, Paws4ever, Habitat for Humanity, Visitors Bureau, PTA Thrift Shop, Optimist Club, Volunteers for Youth

Inducted: Sigma Theta Tau International Nursing Honor Society

DIGITAL & TECHNICAL SKILLS

Automotive Sales & Service Training | Digital Retailing Strategy | Coaching & Facilitation | Marketing Strategy | Budgets | Fixed Ops Consulting | Google Ads Certified | Meta Advertising | Salesforce | Google Analytics | Adobe Analytics | Strategic Planning | Cross-functional Leadership | Data Analysis | Jira | Scrum Master Certified | Agile Project Manager | Microsoft Office | Adobe Creative Suite