

AUDREY WYATT

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Portfolio: <https://greatligh5.wixsite.com/audreywyatt>

EDUCATION

Amberton University, Garland, TX

M.B.A., Management

Grambling State University, Grambling, LA

B.S., Accounting

AWARDS

Outstanding Volunteer in Adult Education, Covenant Church

2010

Outstanding Volunteer in Congregational Care, Covenant Church

2010

TEACHING EXPERIENCE

Covenant Church

Volunteer Adult Education Administrator/Teacher

2010 - 2016

Coordinated classes, teachers, calendar, as well as taught classes.

Home-School Connection

Educational Consultant/Teacher

1998 - 2007

Provided multi-level education, set annual goals, prepared school calendar, consulted families on alternatives in education.

The Rock Christian Academy

School Founder/Administrator/Teacher

1996 - 1998

Founded pre-school/primary school, developed vision and mission, selected curriculum, hired teachers and staff, prepared budgets, oversaw accounting function, taught students, evaluated staff, transformed the lives of children and families. Managed five teachers.

MARKETING/COMMUNICATIONS EXPERIENCE

DeWolff, Boberg & Associates (DB&A)

Marketing Communications Manager

2013 - 2017

Established and reinforced corporate brand strategies and tactics; Planned and executed corporate communications strategy; Aligned internal communications with key company objectives and reinforced culture; Coordinated overarching message, delivery and brand experience of corporate annual meeting of over 300 people; Aligned marketing with sales function to develop, execute, and measure campaigns to generate warm B2B leads; Managed communications calendar; Developed employee brand ambassadors who promote the corporate brand to clients and candidates; Influenced senior leadership support of grassroots initiated wellness program and corporate social responsibility; Utilized social media sites—Glassdoor, LinkedIn, Facebook and Twitter—to digitally promote authentic brand.

BizWriteNow

Business Plan Craftsman and Visionary Coach

2009 - 2013

Trusted advisor to businesses, nonprofit organizations, ministries, and social enterprises with the ability to manage multiple projects at one time. Assisted in business planning and budgeting via onsite facilitation and online collaboration. Skilled in writing business plans, marketing plans, strategic plans, business cases, and pro forma financial statements. Other business writing services include editing, copy writing, and resume writing. Coached leaders and helped keep them accountable to vision, mission, and goals.

PRESENTATIONS AND WRITINGS

"The Integrity of the Marketing Message"

Presentation for Corporate Annual Meeting

2016

[Compilation of Corporate Newsletters](#)

Established "Frontline News", Wrote and Edited Articles for Dispersed Workforce

2013 - 2016

"When the Vision is Greater than the Budget"

Presentation to Nonprofit organizations at the Ignite Greater Works Conference hosted by Alliance for Greater Works

2011

["From Capital I to Capital We"](#)

Paper on the importance of Social Enterprise

2010

FACILITATION

The Search for Significance

Women's Course of Study on Identity

2011 - 2013

Crown Biblical Financial Study

Small Group Study on Stewardship and Financial Literacy

2005 - 2006

EVENT PLANNING

Corporate Annual Meetings for approximately 300 people

2013 - 2016

Led the Planning Committee and worked with senior leaders to develop corporate message and employee experience; Themes: One Vision. One Voice., The DB&A Experience, Stronger Together, Integrity: Then, Now and Forever

CERTIFICATIONS

Master Nonprofit Consultant by Alliance for Greater Works

MEMBERSHIPS

4Word Professional Women's Group

REFERENCES

Sherrye Willis, President of Alliance for Greater Works, swillis@allianceforgreaterworks.org, 214-460-9195

Don Carter, President of Cartgroup, don@cartgroup.com, 214-673-5545

Farrah Copp, Sr. Talent Acquisition Consultant, copp24@aol.com, 303-669-7070

Natasha Gibson, Training and Administrative Professional, natasha.gibson@asoneministry.net, 972-676-8387