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Overview

Field-tested expedition leader, documentary filmmaker, and outdoor journalist with 10+ years of experience planning and guiding remote wilderness expeditions across North America, the Caribbean, and Australia. Proven expertise in production management, expedition logistics, wilderness safety, team leadership, and storytelling. CPR/WFA certified, Rescue Diver, and Leave No Trace advocate. Marketing strategist and team builder.

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Professional Experience

Marketing and Content Strategy & Management - Mad Genius/PKPS - 2011 to Present

- Designed and executed multi-channel campaigns across construction, healthcare, automotive, manufacturing, and SaaS industries.
- Increased qualified leads by 200% and contributed to \$22M in sales in a two-month campaign.
- Chaired the AI Tools Committee, leading cross-department evaluation and integration of AI technologies into workflows.
- Developed forecasting models and reporting frameworks to guide client campaign planning, PR strategy, and calendar optimization.
- Partnered with internal leadership and vendors to align KPIs, budgets, and ROI tracking across business units.
- Directed cross-functional communications and logistics for mission-driven and corporate clients, managing teams across digital, print, and video deliverables.
- Led creative and logistics management on entertainment projects for Netflix, The History Channel, ABC, and more.
- Designed operational workflows to streamline production and ensure stakeholder alignment across departments.

- Led media strategy and analytics integration, optimizing multi-million-dollar branded campaigns with measurable KPIs and ROAS.
- Directed the development of presentations and reports for executives, board members, and external stakeholders.

Rooted Investments — Marketing Director
(Department Development)

April 2023 – October 2024

- Built the marketing and communications function from the ground up
- Created and managed KPI dashboards to track performance, leading to consistently exceeding lead-gen targets.
- Coordinated cross-functional teams of up to 30 people across sales, creative, and vendor groups, ensuring operational alignment.
- Directed PR strategy and departmental financial reporting workflows for multi-million-dollar projects.
- Designed scalable operational processes to improve efficiency and accountability across business units.
- Led the development of successful RFPs and RFQs, leading to over \$50M in increased revenue.

Outdoor Guide - Kelly Expedition Co. - 2018 to Present

- Led top rope climbing expeditions for individuals and groups in various climbing difficulty grades.
- Provided instruction on climbing techniques, safety procedures, and equipment use.
- Ensured a positive and safe experience for all participants.
- Instructed individuals and groups on rappelling techniques and safety protocols.
- Supervised rappelling activities and assessed participant readiness.
- Promoted safe and responsible use of rappelling equipment.

Travel & Outdoor Journalist - Various publications - 2016 - Present

- Publications include: Travel + Leisure, Mississippi Magazine, Mississippi Free Press, US News & World Report, CultureMap Houston, and more.
- Researched, wrote, and edited articles and stories focusing on outdoor adventure sports and activities, adventurers, and remote locales.

Skills

- Environmental Stewardship: Committed to Leave No Trace principles and sustainability practices.
- Interviewed experts and conducted firsthand experiences to share accurate and engaging content.
- Contributed to raising awareness and inspiring participation in outdoor adventures.
- Leadership: Led groups of diverse ages and experience levels in outdoor settings for 10+ years.
- Outdoor Expertise: Proficient in hiking, diving, camping, rock climbing, rappelling, and various expedition-related tasks.
- Safety First: CPR/First Aid and Wilderness First Aid certified and experienced in developing and implementing risk management practices.
- Instructional Skills: Effective communicator with experience teaching technical skills and fostering confidence.
- Adaptability: Quick learner able to adjust plans and respond to changing conditions.
- Handy: Experienced in vehicle and electronic care and maintenance, sailing, navigation and mapping, and video, drone, and photo ops

Expeditions

2025: Salt & Silence - Salt Cay, TCI

- Traveled to Salt Cay, Turks and Caicos, for 16 days to hunt for shipwrecks and film a documentary about the science of maritime archaeology and the 40 people who call Salt Cay home.

2025: Paddling the Okatoma - Mississippi

- I planned and led a press trip down the Okatoma Creek, a tributary of the Bouie River, and Mississippi's only rapids.

2024: Jumping In a Hole - Alabama

- Planned and led a training and safety expedition to Stephen's Gap Cave in Alabama, where we rappelled 180 feet down a waterfall into a pit cave.

2024: Rock Climbing Safety Development - Mississippi

- Developed and led the team that installed the first permanent rock climbing safety protection in the state's history.

2024: Sustainability Harvesting - Florida

- Planned and led an excursion off the coast of Florida to reduce the population of invasive lionfish.

2024: Animal Tracking - Mississippi

- Planned and executed a team excursion into the heart of the dense jungle-like swamp wilderness that hugs the South Mississippi River, where we rappelled down cliffs and bushwhacked our way through the thicket in search of the protected green salamander and archaeological artifacts.

2024: Night Paddling on the Singing River - Mississippi

- Organized and led a private nocturnal canoe trip to spot alligators on a section of the longest undammed river east of the Mississippi.

2023: Ghosts in the Gulf - Mississippi

- Organized and led a dive expedition to discover the location of multiple unmarked shipwrecks in the black water off the coast of Mississippi.

2023: Mapping Tishomingo - Mississippi

- Organized and led an expedition to locate and catalog over 200 rock climbing routes at Tishomingo State Park in the foothills of the Appalachian Mountains.

2023: Animal Tracking - Mississippi

- Organized and led a group of trackers on an expedition to collect data on the green salamander in North Mississippi.

2022: Mapping Boulders - Mississippi

- I gathered data and organized a team to hunt for, locate, and map a boulder field lost to the forests of South Mississippi.

2022: Hunting for the Devil - Mississippi

- I organized and led an expedition where we rappelled 200' down into the dense jungle-like bush of the Mississippi River swampland in search of archaeological relics from the Civil War concentration camp known as "The Devil's Punchbowl".

2022: Architectural Explorations - Italy

- I organized and led a three-week expedition around Italy, studying architecture, diving for octopus, and experiencing the different cultures across Italy.

2018: Crabs & Crocs - Australia

- I organized and led a three-week trip to Australia to capture mudcrabs on croc-infested rivers in the rainforests of Far North Queensland.

2017: Radical Sabbatical - United States

- From 2017 to 2018, I spent a year exploring North America.

— Volunteering

- Mississippi Department of Archives and History - Jan. 2022 - May 2023
- National Park Service - Natchez Trace Bike Ranger - Oct. 2015 - Jun. 2017

- Mississippi Department of Wildlife, Fisheries, and Parks - MS Museum of Natural Science interpretive diving guide - Nov. 2021 - Present

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Certifications

- Public Relations - Cornell University
- Inbound Sales - HubSpot
- Inbound Marketing - HubSpot
- AI Prompting - Google
- Certified Outdoor Guide - University of Wyoming
- CPR/First Aid Certified - American Red Cross
- Wilderness First Aid - NOLS
- Master Diver - SSI
- React Right - SSI
- Rescue Diver - SSI
- Nitrox - SSI
- Deep Diving - SSI
- Navigation - SSI
- Night & Limited Visibility Diving - SSI
- Single Rope Technique - Huntsville Cave Rescue Unit
- Eagle Scout - BSA
- Leave No Trace Certified
- First Aid & CPR (Adult & Pediatric) - American Red Cross