



In 2013, The Walker School went through a rebranding effort, and I led every step of the process, including guiding consultants who worked under my direction and gaining buy-in from faculty, staff, students, board members, and parents. One goal of the rebranding effort was to increase inquiries, especially from parents of preschool-aged children. As a result of the new brand launch and updated website, prospective families visited the site more frequently and inquiries went up 20%. I managed the website and a part-time webmaster during my seven years as Director of Communications.