**1) Growing Organically/Sustainably:** *Organic Gardening* 20018 – Present - Started with an 1/8 acre garden following organic practices, preserving harvest, and selling extra at the local tailgate market. vegetables, fruits, laying hens, broiler chickens, mushrooms, medicinal and culinary herbs, flowers.
**Mountain Area Child and Family** **Center** - 2010-2011 - As a preschool teacher I planned and helped install the school garden following and teaching organic principles including implementation and use of class vermiculture bin.
**Hickory Nut Gap Farm** **(HNG)** 2011 – 2012 - As an intern I performed year around maintenance of organic pastures, fruits, and livestock raised without antibiotics or added hormones. Planted, pruned, and harvested organic orchards, inoculated first organic mushroom operation, assisted in compost operations. Manually harvested and processed chickens. Assisted in hog and cattle butchery when needed. 2012-2014 - As Farm Store manager was sole person responsible for pastured animals on weekends. Managed year around agritourism and field trips including new employee training and curriculum development. Guided educational farm tours for colleges and private groups of 5-50. 2014 – 2017 As Wholesale Manager I help create, update and implement protocols to ensure humane treatment of livestock and environmentally responsible farming practices among all HNG’s 20+ farmers. Plan and run monthly meetings with all farmers that include continuing education through knowledge sharing and guest speakers.
**2. Design/Construction/Equipment Experience**: *Farm experience* – During the 3 years I lived and worked on the farm I used equipment including tractors, fence building tools, harvesting and pruning equipment and tools, and general farm/barn/house maintenance tools. Helped create and implement store and farmers market display and merchandising. Assisted in agritourism, new store, kitchen and butchery planning. Helped design 1st Organic beef label for HNG and executed USDA approval. Responsible for label design and approval for all meat products with claims. Overall brand development experience and teaching (local Business of Farming conference class and cooperative extension meetings). Personal fermentation, dehydration, and canning equipment experience.
**3. Marketing and Publicity Including Dealing with Customers:** *Work Experience* **-** As intern and store manager I organized sales and staff in the store and at 3 farmers markets in Asheville. Grew store hours of operation from 2 to 5 days/week year around. Managed (including hiring and firing) 2-12 people throughout the year. Grew CSA from 35-75 year around participants. Developed and marketed free seasonal open houses with farm tours. Managed HNG Farm social media (Facebook, twitter, Instagram) and print media for 5 years, currently manage HNG Meats social media and marketing. Spearheaded growth of online sales and on farm events including dinners in collaboration with local chefs and breweries. Helped plan and still help maintain HNG website. As wholesale manager oversee and execute customer service of 100+ accounts and manage the sales and warehouse team. Coordinate marketing needs, work with graphic designers, and develop branding for HNGM. Coordinate and manage HNGM booths at food shows around the southeast. Represent HNG at trade shows, community events, and restaurant openings. Organize bi-monthly donations to the local food bank. Acquire new accounts.
**4. Other.** Herbal medicine education, experience and interest. Making tinctures, salves, syrups, oxymels, infused oils, decoctions and more from home grown and locally sourced herbs since 2008. Community involvement (board member since 2013 and volunteer trainings) in non profit Asheville Ultimate Frisbee Club fostering growth of the sport and developing youth sport. Soccer, fermentation, baking, food preservation. CFSA Conference, Organic Growers School, Environmental Studies Certificate, Bachelors Degree in Marketing, Copeland Scholars and Leadership Fellows programs at OU. STAND president. Whole animal butchery.