

# Monica Tierney

(215) 520-8938 [monicat@lmt.org](mailto:monicat@lmt.org) LinkedIn: [Monicatierney](#)

## Community Relations | Program Management | Stakeholder Communication

- Experienced liaison with stakeholders, customers, business groups, agencies, and staff teams.
- Skilled in program administration, project management, and event planning.
- Recognized as an effective communicator, motivational leader, and mentor.

## Education

**Master of Business Administration**, Temple University, Philadelphia, PA, May 2017  
**Master of Education, Physical Education**, Texas State University, San Marcos, TX, 2006  
**Bachelor of Arts, Speech Communications**, Kutztown University, Kutztown, PA, 2002

## Business Experience

Lower Makefield Township, Yardley, PA 2017-Present

### **Parks and Recreation Director**

Manages 500 acres of Park including the 9/11 Garden of Reflection which serves as the state 9/11 Monument, 28 miles of bike trails, the Community Pool and the Community Center.

- Oversees 1.1M Pool Budget and 2M Parks and Recreation Budget.
- Directs a staff of 11 Full Time employees, 10 contractors, and approximately 130 seasonal employees.
- Created and currently manages the Township Social Media and Marketing Initiative to include seven different social media accounts, and mass email.
- Opened facilities including the Community Center and Dog Park, worked on the Memorial Park Expansion Project, expanded the special events schedule, added a college internship program, and launched Camp LMT.
- Developed the Township Parks and Recreation Risk Management Plan, Emergency Action Plan, Marketing and Community Outreach Plan, ADA Transition Plan, Volunteer Plan and Maintenance Plan in partnership with Township Elected Officials, The Township Manager, the Solicitor, Community Boards, Staff and Interns.
- Initiated the Commission of Accredited Park and Recreation Agencies process.

St. Mary's Medical Center, Langhorne, PA

**Services Specialist, Families Living Well, (March 2014 – 2017)**

Coordinate promotional and tactical marketing and outreach programs for family wellness and preventative health programs in Bucks County. Deliver training and outreach programs to target the growing epidemic of childhood obesity and increased chronic disease risk through a three-pillar approach of healthy eating, physical activity, and social emotional support.

- Endorsed programs through community outreach at health fairs and community events.
- Promoted evidence-based wellness programs in underserved communities to fulfill the program mission of providing access to preventative care to all economic levels.
- Launched an organic social media campaign for Families Living Well through Twitter, Facebook, Pinterest, and Instagram in January 2014. Tracked and evaluated marketing results. In the first three months, garnered 106 targeted Facebook followers and subsequently gained a monthly reach of 1700 to 2000 followers.
- Communicated frequently with key program stakeholders to maximize resources, increase participation rates, and enhance advocacy.
- Endorsed programs through community marketing outreach at health fairs and community events.
- Implemented cross promotional marketing opportunities with school principals, school nurses, guidance counselors, and other not-for-profit program leaders.
- Created a program evaluation process that optimizes utilization of past data for future planning. } Served as a member of the Bucks County Hunger and Nutrition Coalition.
- Served as Executive at Large and supported Data Committee for Neshaminy Coalition for Youth.

#### **Fitness Specialist, Wellness Center, (Oct. 2013 – 2017)**

- Led one-to-one coaching for the Way to Wellness fitness team, mentoring a 10-week weight loss program that improves patient's major wellness and fitness measurements.
- Piloted a marketing and growth committee of health and wellness professionals to develop a plan to navigate into the changing healthcare environment.
- Developed individual fitness programming and coach clients to achieve goals through individualized programs.
- Facilitated one-hour high-intensity boot camp classes to improve client's cardiovascular health, muscular endurance and strength, agility, and speed.

MaGrath Sports Complex/Natatorium, **Community Recreation Division**, Fort Drum, NY - 2012

#### **Facility Manager**

Managed operation of the main Sports Complex to include a 65,670 Sq. Ft facility with 10,000 participants weekly. Directed 15 civilian staff, six full time soldiers and rotating personal training contracts.

- Maintained a 25-meter, 8-lane natatorium, supporting military training (combat water survival training, lifeguard training, ranger training and testing, soldier swim competitions and the Swim Strong Swim team.) † Managed and maintained several

acres of land that included 4 NCAA standard size softball fields, an urban obstacle course, tennis court, outdoor basketball court, 400 meter/8 lane track.

- Selected as subject expert on the Tiger Team Fitness Committee directed by Commanding Major General Milly and COL Clark (promotable) to transform Fort Drum into a fitness power platform. † Hosted Division, Brigade and Battalion level welcome home ceremonies, change of Command ceremonies, Division concerts, and competitions.

Monti Physical Fitness Center/Pool, **Community Recreation Division**, Fort Drum, NY 2009 – 2012

### **Facility Manager**

Supervised and oversaw the operation of the fitness facility, pool, two playgrounds, three pavilions, and three multipurpose sports fields. Managed \$432,000 budget.

- Planned and executed events and programs including classes; organizational days, ceremonies, and sporting events; and the “Walk to Afghanistan.” Assisted in planning large scale events - Riverfest and Mountainfest.
- Ensured compliance with industry, state and federal safety standards for equipment operation and repair.
- Requisitioned floor plan and commissioned new equipment in accordance with fire and safety regulations.
- Collaborated with contractors and other services units to ensure customer satisfaction. Negotiated contracts with personal trainers.

### **Past Service**

- 2014-2016 Nutritional Coalition of Bucks County
- 2015-2017 Served on the Executive Board of the Neshaminy Coalition for Youth
- 2019 Presenter at the PRPS Conference
- 2020 and 2021 Served as President of the Bucks County Recreation and Parks Council
- 2020 Served on the Pennsylvania Recreation and Parks Conference Committee

### **Current Service and Memberships**

- Bucks County Senior Games Committee
- Bucks County Recreation Council
- Bucks/Mont Aquatics Consortium
- Pennsylvania Recreation and Parks Society
- National Recreation and Parks Association

### **Awards**

- *Certification of Appreciation* from 2-14 INF BN, 2nd Brigade Combat Team for Support of Fitness Readiness, 2011 *On the Spot Award*: For exceptional customer service 2010
- *Certificate of Appreciation*, 174 INF Brigade for support of FRG Organizational Day, 2009
- *2nd Brigade Commander Coin* for Support of Fitness Readiness in preparation for deployment, 2009 *CG Coin* for Support Services in Mountainfest and Riverfest 2009
- *On the Spot award*: For role in Boss River Blast, Sporting Events, Mountainfest, Riverfest
- *On the Spot Award*: For role in the BOSS Beach Bash
- *On the Spot Award*: For creating a new, 500-participant program in 4 days for 3rd BCT spouses prior to deployment *Civilian of the Quarter*, 2008

### **Speaking Engagements**

- Temple University Presentation to underclassmen -Career Pathways 2021
- Pennsylvania Recreation and Parks Association Conference Session Dog Tails-Digging into Dog Parks 2018
- Langhorne Women's Group, 50 to 60 people, St. Mary's Wellness Programs, 2016
- Fort Drum Women's Conference-Fitness for Anywhere, 50 people, 2009
- Fort Drum Series of 10 Fitness Presentations, 100 attendees per group, 2008 – 2009
- Healthy Living through Nutrition and Exercise, 80 employees at NJ Paper Factory as a human resource initiative, 2008

### **Certifications and Training**

Certified Recreation and Parks Executive | American Red Cross – CPR/AED/First AID/Child CPR | Outdoor Boot Camp | Programming and Special Events (Disney WOW Training) | LERN Program Planning | Program Management Leadership Families Moral Welfare and Recreation Basic Management | Applied Financial Planning-Income Statement Analysis | Applied financial Planning-Break Even Analysis | Applied Financial Planning –Forecasting | Applied Financial Planning – Retail Sales Accountability