

Visionary Marketing Leadership

Explosive Market Share Growth ... No Limits ... Uncommon Branding & Messaging ... Cutting-Edge Tech

Award-winning, fearless marketing leader with an impressive track record of driving substantial business for diverse industries. Expert in developing engaging web sites, marketing materials, brand identities, and print designs. Track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example. Dedicated to finding the most cost-effective and creative solutions for all challenges. Core competencies include:

- Best-In-Class Marketing Programs
- Strategic Growth Initiatives
- Demand Generation Campaigns
- Search Engine Optimization (SEO)
- Digital Marketing & E-Commerce
- Branding & Identity Design
- Go-To-Market Strategies
- Customer Segmentation
- Market Share Growth
- Integrated Campaigns
- Analytics & Success Metrics
- Team Leadership & Motivation
- Search Engine Marketing (SEM)
- Analytics & Success Metrics
- Project Management
- Advertising & PR
- Social Media
- Content Marketing
- Graphic Design
- Budget Control

Career Success

ARROW CLOUD/ARROW ELECTRONICS, Centennial, CO

Global 119 provider of cloud products, services, training and solutions to industrial and commercial users.

Cloud Marketing Manager, 05/2015 to 09/2017

In this role, I was tasked with being an action-oriented, disruptive, and innovative driving force, responsible for the outbound, inbound and conversational marketing of the cloud services and features for both internal and external clients. My responsibilities revolved around developing and expanding the Cloud team's and suppliers' social media and digital marketing efforts as well as providing reporting to both internal and external stakeholders. Responsibilities included website development and management, social media strategy and implementation, supplier onboarding, communications and marketing strategy development and proposals, KPI development and reporting, digital marketing, and graphic design and video development.

- Key player on team that designed, developed and launched Arrow Cloud's new global website, arrowcloud.com, in conjunction with multiple agencies including Razorfish and AspenCore. Achieved 50K page visits and 400 asset downloads in first four weeks.
- Product and project manager for Arrow Cloud's new global partner portal, which has rolled out to 12 countries.
- Managed monthly cloud journal from writing to acquiring contributors, including writing the most highly read cloud article to date. Increased engagement by 174% during my time as manager.
- Increased Arrow Cloud Twitter and LinkedIn audience and engagement by ~200%.
- Managed multiple key industry supplier onboarding and marketing strategy efforts for players such as Microsoft, Equinix and ConnectWise.

CRICKET WIRELESS (formerly Cricket Communications), Greenwood Village, CO

\$2.9 billion provider of no-contract wireless service with 4.6 million subscribers in the United States.

Marketing Manager, Operations and Promo Implementation, 07/2012 to 03/2015

Marketing & Promotions: Ensured the best possible customer experience and business outcomes by expertly managing operational aspects of cross-channel promotions and marketing strategies. Monitored and provided solutions for channel productivity and conflict, supplied strategy revision input for underperforming channels, and optimized return on marketing investments (ROMI/ROI). Accountable for select marketing projects' success, managing them from business case through post-mortem. Translated strategy and objectives into compelling articles and clear field communications. Managed \$10 million market development fund (MDF) and developed local marketing activities in partnership with Area and Field Marketing Managers. Controlled \$6 million advertising budget.

- Achieved 229% of target for gross adds while implementing one of the most successful promotions in Cricket's history.
- Clarified promotions/programs by creating a convenient reference document that empowered field personnel to sell the best options. Increased business objectives: gross adds, customer longevity, and 90-day survivability.
- Developed digital campaign tracking code system and associated metrics and reporting. Reduced gaming/fraud and quantified effectiveness of promotions by campaign/channel.
- Enhanced customer retention by incorporating MMS and SMS into promotions.

Internal & Partner Communications: Drove process improvements across the organization while communicating and assessing the impacts/risks of all marketing initiatives. Ran/attended key meetings while supporting marketing directors with various projects, agency evaluations/integrations, enterprise programs, and go-to-market strategies; delivered critical information to cross-functional teams. Acted as Marketing Point of Contact for internal partners, field marketing personnel, industry partners and other stakeholders. Directed intranet and internal social media site for the Marketing Department. Strengthened relationships with top tier industry partners. Managed nationally disbursed project teams.

- Won the Annual Award of Excellence in 2013 for outstanding efforts in support of business strategies/goals.
- Saved \$350,000 by preventing project delay that would have negatively impacted creative production costs.
- Proposed digital submission process expected to substantially improve customer experience, shorten processing time by up to 7 days, reduce call volume, and decrease online submission rejections.
- Built integrated and cross-functional communications system between MarCom and the other teams, working closely with multi-level stakeholders across business units.

ACME MANUFACTURING, Denver, CO

Premier manufacturer of B2B and B2C products with international distribution.

Marketing & Communication Specialist, 09/2011 to 04/2012

Oversaw marketing operations and creative design while establishing/maintaining strong and distinctive identities for the corporation and its subsidiaries. Generated engaging content and multimedia marketing strategies. Created powerful sales tools, customer engagement strategies, social media initiatives, and demand generation programs.

Produced marketing collateral, trade show materials, websites, catalogs, flyers, product photography, and product instructions. Spearheaded innovative market expansion, lead generation, and inbound marketing campaigns. Developed and managed marketing/creative budgets for nine divisions.

- Cut web expenditures by 60%, increased website traffic, and revitalized online presence via new SEO/SEM solutions
- Proposed bringing catalog photography in-house in order to reduce photography costs by 70%, improve image quality, cut weeks out of production timelines, and optimize digital catalog for SQL queries.
- Produced e-newsletters with 12%-38% open rates.
- Garnered 41% response rate on company's first digital survey program; introduced social community outreach concepts.

INTERSTATE HIGHWAY CONSTRUCTION (IHC) INC., Centennial, CO

Full-service heavy-civil contractor focused on building highways, airfields, industrial pavements, and water facilities.

Marketing and Creative/Design Manager, 06/2007 to 05/2011

Crafted powerful marketing communications strategy for the B2G market. Set new graphic standards and created cohesive identity. Developed digital strategy and implemented. Standardized communications and established central depository for important documents. Produced superior marketing materials and leveraged photography skills to create a substantial digital photo library. Strategized and produced print and interactive materials while overseeing the development of branding collateral, photographs, videos, and training materials. Managed multimillion-dollar joint venture proposals.

- Developed an online survey program for post-project assessment resulting in the receipt of IHC's annual Total Quality Management Award.
- Developing corporate intranet to house all important documentation and act as a central news site.
- Helped move IHC into *Engineering News Record's* "Top 400 Contractors" list by playing key roles in complex joint venture projects valued at \$100 million+.
- Developing multi-lingual automated, web-optimized training videos saving thousands in training expenses.

POLYCON SYSTEMS LLC. (Subsidiary of IHC), Centennial, CO

Pioneering manufacturer and installer of environmentally friendly asphalt alternatives.

Marketing Manager, 01/2004 to 06/2007

Played key role in doubling revenue every year. Drove highly effective product launches, marketing plans, branding initiatives, graphic standards, messaging/content, and product positioning strategies for this B2B and B2G company. Created high-impact sales tactics, product scripts, email campaigns, and marketing tools to improve lead generation and conversion. Provided sales team oversight, content marketing, and PR support. Translated business needs into measurable success metrics, provided associated analysis and mitigated risks. Assessed customer value propositions, pricing strategies, and competitor impacts.

- Built solid company reputation, established client relationships, and increased brand recognition by developing a comprehensive trade show strategy, complete with dynamic video presentations.

- Dramatically improved search engine results and web traffic after revamping Polycon's website by providing excellent SEO, copy, and photography. Included gallery of project case studies to engage potential clients.
- Increased customer satisfaction and DIY sales by simplifying complex technical concepts and producing easy-to-follow installation instructions and white papers.

Past success as Sr Graphic and Web Designer at TruStile Doors, PowerPoint Presentation Specialist at TeleTech, Web Designer at Royal & SunAlliance, Proposal Production Manager at Lucent Technologies, Graphic Design Intern at The Capitol Reporter, Graphic Designer and Administrative Specialist at Thomas Kinkade Gallery Offices, and as Graphic Artist at Chimeric Inc.

Education & Development

Master of Science in Marketing, 2005

UNIVERSITY OF COLORADO, Denver, CO 2005

Bachelor of Arts in Information Design for Modern Media, 2001

METROPOLITAN STATE UNIVERSITY OF DENVER, Denver, CO

Professional Development Courses: Public Relations Writing, Public Relations Strategic Planning, Presentation Graphics, Writing for Multimedia, Increasing Marketing Confidence with Better Reporting; Upgrading Your Lead Nurture Program; The Roadmap for Real-Time Marketing; Putting Account-Based Marketing to Work; Adding Predictive Marketing to Your Mix; Crossing the Conversion Gap: Sales Enablement Strategies to Ensure Generated Demand Gets Closed, Cricket Presentation Skills Training, Cricket Customer Experience Training

Certifications

Oracle Marketing Cloud B2B Master, 2016

ORACLE MARKETING CLOUD ACADEMY

Cloud Computing Certification, 2016

RACKSPACE CLOUD U

CompTIA Cloud Essentials Certification, 2016

COMPTIA

New Product Development Professional (NPDP), 2014

PRODUCT DEVELOPMENT AND MANAGEMENT ASSOCIATION (PDMA)

Various Course Certificates, 2011

ROBERT HALF INTERNATIONAL

Project Management for Non-Project Managers, Managing Organizational Change, Making Teams Work – Capitalizing on Conflict, Brand Management for Social Media

Awards

Annual Award of Excellence | Cricket Wireless (2013)

Leap Star Award | Cricket Wireless (8/2012, 12/2012, 12/2012, 4/2014)

Total Quality Management / Continuous Improvement Award | Interstate Highway Construction (2011)

Continuous Improvement Award | Interstate Highway Construction (2006, 2007, 2008)

Francis L. LaForge Certificate for Excellence in English | Arapahoe Community College (1996)

Technical Summary

Acrobat, Act!, Act-On, Adobe CS, AWStats, Blogger, Constant Contact, CSS, DHTML, Director, Drupal, Eloqua, Facebook, Flash, GIF Animator, Google AdWords, Google Analytics, Google Tools, HomeSite, HTML, Instagram, JavaScript, JIRA, Joomla, Kanban, Klout, LinkedIn, Lotus Domino Designer, Minitab, MyPHP, MS Office Suite, MS Project, OBIEE, Publisher, QCS, QR Codes, QuarkXPress, QuickTime, RecordPad, Salesforce, SharePoint, Sitecore, SmartSheet, SoundEdit 16, Splunk Reporting, SQL, Twitter, Typepad, Visio, Visual Basic, VBScript, WavePad, WebTrends, WordPress, XHTML, XML, Yammer, YouTube

Affiliations

Chapter of the American Marketing Association (COAMA) | Social Media Marketing Society

American Marketing Association (AMA) | Product Development and Management Association (PDMA)