

### — OVERVIEW —

- *Strong writer, editor, and proofreader*
- *Manage projects meticulously*
- *Comfortable with project management platforms*
- *Think critically and strategically*
- *Jump on all learning opportunities*
- *Technically savvy*
- *Flourish in creative settings*
- *Thrive with complex challenges*
- *Strive for communication excellence*
- *Interact positively with stakeholders*

### — SKILLS —

- *Brand management*
- *Design direction*
- *Project management*
- *Campaign planning*
- *Website development*
- *Digital marketing*
- *CMS/DAM/PIM platforms*
- *Team leadership*
- *Budget management*
- *Research/data analysis*
- *Trade show planning*
- *Landing page layout/content*
- *Email/blog/ad content*
- *Packaging content*
- *Product descriptions*
- *Website content*
- *Corporate communications*
- *Video scripts/storyboards*
- *Sales collateral design/content*

### — EDUCATION —

- *20+ years of experience collaborating with and learning from marketing, graphic design, content writing, and product development experts.*

### — EXPERIENCE —

#### **Marketing & Content Manager** | Augason Farms | 7.5 years

Managed CPG marketing and content development activities.

- Wrote product descriptions, website content, video scripts, ad copy, email and landing page content, blogs, FAQs, and corporate communications.
- Managed owned website content using Shopify, Cloudinary, and WordPress.
- Managed partner website content on Amazon.com (A+), Walmart.com, SamsClub, and Kroger.
- Managed PIM syndication activities via Syndigo, 1WorldSync, and Riversand.
- Directed development and launch of e-commerce websites.
- Created sales collateral, including fliers, brochures, white papers, sales decks, fact sheets, and point-of-purchase materials.
- Planned, authored, and carried out weekly social media activities.
- Managed projects via Smartsheet, Asana, and Adobe Workfront.

#### **Marketing Manager** | Henry Walker Homes | 2 years

Directed brand and marketing initiatives for premier Utah home builder.

- Managed in-house and agency creative teams.
- Directed corporate brand refresh including new website, sales collateral, property signage, and model home decor for 40 properties.
- Managed media buys for radio, print, digital, and outdoor advertising.
- Led development of new website featuring elegant and intuitive UX/UI, in-depth content, and improved CMS.
- Orchestrated launch of interactive floor plans to improve web visitors' experience and boost engagement.

#### **Senior Account Manager** | Dering Elliott & Associates Ad Agency | 4 years

Managed accounts for high-end vacation property developers.

- Directed marketing activities for high-end vacation home developers located in U.S. and abroad.
- Orchestrated teams of graphic designers, copywriters, editors, photographers, illustrators, web developers, and print partners.
- Managed local and national ad spends, direct mail campaigns, and digital marketing initiatives.
- Led design, production, and installation of property signage and billboards.
- Managed marketing budgets, campaign calendars, and work-back schedules.

#### **Senior Product Manager** | FranklinCovey Co. | 15 years

Directed development of customized day planner systems for global corporations and the interactive *Design Your Own* website for individual consumers.

- Authored market research documents, product requirement documents, business plans, proposals, and creative briefs.
- Led web development team of website and database engineers, UI/UX/QA experts, and fulfillment personnel.
- Directed product development team of graphic designers, copywriters, photographers, and print partners.
- Orchestrated product translations into Japanese, Chinese, and Spanish.