
Marketing Professional

Twenty years of success developing and managing innovative marketing initiatives and campaigns.

I am passionate about building strong brands through the transformation of company goals into actionable, data-driven, customer-centric marketing strategies. My teams deliver real results through engaging, personalized and highly relevant consumer content, creating an environment of continuous business growth.

Highlights of Expertise

- Digital Campaign Strategy & Management
- Inbound, Email, Content, & Social Media Marketing
- Lead Generation & Lead Nurturing Campaigns
- List Segmentation & Persona Development
- Content & Search Engine Optimization (SEO)
- Performance Analytics & Reporting
- End-to-End Video Production & Photography
- Content & Graphic Design
- Adobe Creative Tools, Google Suite & more
- Project Management & Team Leadership

Career Experience

Marketing Account Manager

Yodelpop, Milwaukee, WI

2019 to 2020

Critical role managing key accounts for a digital marketing firm focused on Inbound Marketing. Successfully designed and managed inbound marketing strategies including Content, Digital Advertising, Email, and Social Media strategies to achieve clients' goals. Achievements include:

- ♦ Surpassed client's 2-year membership goal by 150% in the first year.
- ♦ Succeeded in delivering a 16% increase in client's customers.
- ♦ Produced 14% increase in client's sales.

Campaign & Media Director

Edgenet, Waukesha, WI

2010 to 2017

Pivotal role overseeing revenue growth, product adoption and lead generation for a B2B tech firm focused on product content management. Successfully developed and managed digital campaign and digital content marketing strategies to exceed company goals. Achievements include:

- ♦ Significant contributions to a 500% company valuation increase, in nine quarters, from \$7M to \$35M.
 - Delivered a 40% increase in recurring revenue growth and almost doubled customer base.
 - Slashed the sales cycle timeframe by 50%.
 - Team earned Silver Award for "Comeback Company of the Year" category at Best in Biz Awards 2016.
- ♦ Produced an immediate software adoption rate of 95% for a Fortune 50 strategic partner.
- ♦ Increased software adoption by almost 600% in one year for a Fortune 500 strategic partner.
- ♦ Saved more than \$70,000 annually by establishing an internal video production department.

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Proprietor/Production Director

Time Capsule LLC, Milwaukee, WI

2004 to 2020

Established a multimedia production house specializing in video, photography, and graphic design. Successfully managed company operations and project management, including all phases of video production. Accomplishments include:

- ◆ Established key partnerships with Quarrels & Brady, Medtronic, Dayler Financial, The American Legion, Skylight Music Theatre, Spee-Dee Packaging Machinery, Inc., and Saloon on Calhoun with Bacon.
- ◆ Produced five broadcast television commercials.
- ◆ Photographed two magazine covers, one international.
- ◆ Managed and produced hundreds of multimedia projects, including broadcast television commercials, web commercials, promotional videos, interviews, webinars, live events, audiobooks, and photoshoots.

National Sales Manager

AMPCO, Kenosha WI

1998 to 2010

Drove sales growth for a B2B wholesale lighting and sound distributor for the music and theatre industry. Successfully designed and managed innovative digital campaigns, content and sales programs to achieve and surpass company goals. Managed Sales, Operations, Repair, and Shipping teams, and developed over 2000 accounts. Accomplishments include:

- ◆ Increased segment sales 30% annually.
 - Received Altman 2000 Lighting Sales & Service Award.
- ◆ Succeeded in delivering a 33% profit increase in one year.
- ◆ Acknowledged as top salesperson for eight consecutive years.

Technical Proficiencies

Software: Adobe Creative Suite, Camtasia, CRM Databases, Google Analytics, Google Suite, HubSpot, Microsoft Office Suite, Prezi, Salesforce, Slack, Trello, Unbounce, Wistia, and Zoho

Skills: Brand Voice and Content, Client Relationship Management, Content Management, Content Optimization, Email Campaign Management, Form Creation, Graphic Design, Inbound Marketing, Landing Pages, Marketing Communications, Market Segmentation and Persona Creation, Photography, Presentations and Presenting, SEO (Search Engine Optimization), Social Media Marketing, Video Production (including scripting, directing, lighting, shooting and editing) and Webinar Production

Education & Credentials

Bachelor of Science in Marketing

University of Wisconsin-La Crosse, La Crosse, WI 54601

Certifications

- Inbound Marketing – HubSpot
- Content Marketing – HubSpot
- Email Marketing – HubSpot
- Social Media Marketing - HubSpot