

Marketing Project Manager / Intrapreneur

*Results-driven professional with diverse expertise in developing and implementing marketing strategies to drive brand awareness and audience engagement.*

Proven success in planning and executing large-scale traditional/digital campaigns to support company-wide initiatives. Adept at identifying key trends, applying successful marketing approaches, and increasing market reach. Proven success in expanding media coverage, enhancing brand recognition, and optimizing revenue growth. Skilled in leading high-performing teams, establishing clear objectives, and aligning marketing initiatives with business goals. Creative thinker; well-versed in organizing corporate events and nurturing professional relationships at all levels of management.

Areas of Expertise

- Marketing Management
  - Campaign Optimization
  - Strategic Planning & Execution
- Market Research
  - Brand Management
  - Business Development
- Product Introduction
  - Team Training & Leadership
  - Cross-functional Collaboration

Education

Master of Business Administration, 2023

Babson F.W. Olin Graduate School of Business, Wellesley, MA

Bachelor of Arts in History, 2010

Wake Forest University, Winston-Salem, NC

Career Experience

Account Executive, Audacy, Baltimore, MD

2024 – Present

Drove business growth by delivering integrated marketing solutions to local and regional advertisers. Leveraged a consultative sales approach to educate clients on maximizing reach and achieving revenue goals.

- Built and maintained strong relationships with decision-makers to ensure client success and repeat business.
- Exceeded sales targets through proactive prospecting and seamless collaboration with internal teams to execute tailored campaigns utilizing radio, event and digital marketing, including streaming (audio/video), podcasting, targeted display, bulk email, and SEO/SEM

Brand Ambassador, Willie’s Superbrew, Duxbury, MA

2024-2024

Provide local presence for hard seltzer start-up by coordinating and representing product tastings at partnering locations on the South Shore of Massachusetts and Rhode Island. Demonstrated reliability and ability to connect with customers by consistently exceeding sales targets and organizing insights provided by customers.

- TIPS Certified representative for key accounts including Total Wine, Bristol Liquors, and Wine and More
- Demonstrated sales competency by becoming leading salesperson for organization within New England

**Marketing Director, Fair Oaks Farms, Fair Oaks, IN****2023 – 2023**

Enhanced company's media presence and visibility by coordinating feature stories on ABC News affiliates, including WLS Chicago and WBND South Bend. Performed market research to identify consumer trends, competitor strengths and weaknesses, and emerging opportunities.

- Facilitated company's first-ever sell-out of signature summer music event, Backyard Concert by launching successful digital and radio ad campaign.
- Achieved 48% year-over-year increase in attendance at "U-Pick" apple farm through implementation of strategic digital billboard and social media campaign.

**Founder/General Manager, Ralph's Garden, Boston, MA****2016 – 2022**

Initiated entrepreneurial venture focused on developing and distributing handcrafted hemp-based topicals for aging athletes. Implemented quality control processes and standards to provide products to leading natural food stores throughout New England, including Cambridge Naturals, Good Health Natural Foods, Debra's Natural Gourmet, and Cornucopia Natural Wellness Market.

- Featured on NBC Boston as recommended brand for passing all third-party lab testing and official sponsor of Sun multisport events, including The Whaling City Triathlon/Duathlon and Cranberry Trifest.
- Fostered partnerships with 74 independently owned natural food stores, where 3x in-person demos were conducted weekly to drive product sales exceeding \$200,000 annually.

**General Manager/Sales Manager, American General Media, Durango, CO****2014 – 2016**

Led all operational facets of four AM/FM radio properties, while directing construction of towers and studios for launch of fifth station, 92.9 The Point. Presented detailed reports on sales performance, forecasts, and market trends to senior management. Formulated sales strategies, plans, and targets to meet or exceed revenue and sales goals.

- Drove 28% YoY growth in advertising revenue by hiring, training, and supervising overhauled sales team.
- Developed additional opportunities for corporate revenue, ticket sales, and non-profit fundraising by organizing and executing two large-scale community events, Oktoberfest Durango and Mac 'n Cheese Festival.

**Account Executive, American General Media, Albuquerque, NM****2011 – 2014**

Managed existing client accounts by addressing inquiries, providing excellent service, and promoting customer satisfaction. Optimized sales process and efficiency by introducing new, streamlined sales packages for the sales team. Assessed sales opportunities and maintained productive, long-term relationships with key clients.

- Generated over \$400,000 in new local corporate revenue by "cold calling" local direct advertising accounts.
- Generated 17% expansion in marketing sales for events such as New Mexico's largest Cinco De Mayo festival by devising new sales strategies and utilizing easily customizable packages.