



PROFESSIONAL PROFILE

I'm a marketing strategist who navigates with ease between traditional and new media. I create award-winning marketing and communications programs. My storytelling positions brands, acquires customers, and builds market share. I balance leadership with creativity, professionalism, and tenacity. I'm an obstacle-remover, a collaborator and a consensus-builder.

ACCOMPLISHMENTS

Operations and Business Management

- Promoted to lead global content creation for a leading IT services company. Migrated asset production from Asana to Sitecore, increasing efficiency and reducing SLAs by over 30%.
- Grew monthly revenue for an interactive startup company from zero to over \$250,000, and staffing from four to 28 employees, in less than 120 days.
- Hired to lead a digital interactive startup division for the Academy Award-winning special effects company whose movies include “The Matrix” and “What Dreams May Come.” Created a unique style that led to the invitation to produce the multimedia presentations at the Webby Awards program.

Creative

- Recruited through a national executive search to assume the creative services leadership role for one of North America's leading insurance companies, with the responsibility for direct mail, direct-response television and web-based communications.
- Significantly increased marketing profit margins for a major national financial services company by establishing an in-house creative department and eliminating its dependence on outside resources.
- Led the rebranding of a portable international connectivity device, overseeing the creation of a website capable of global eCommerce, as well as the design and launch of worldwide brick and mortar locations
- Producer of ESPN's Honolulu Marathon coverage.
- Certified as a “Brand Steward” for Wells Fargo and Bank of America to maintain their respective brand identities for co-marketed direct mail, e-mail campaigns and micro-sites.

AREAS OF EXPERTISE

- | | |
|----------------------|-----------------------------|
| Content Creation | Budgeting |
| Copywriting | Team Leadership/Building |
| Promotions | Product Positioning |
| Communications | Influential Presentations |
| Market Research | Social Media |
| Client Relationships | Successful Product Launches |

Product Management

- Launched a regional Texas bank's consumer and business mobile banking application.
- Promoted to identify, facilitate, and lead operational synergy between remotely distributed functions for a leading IT services company's global marketing staff of over 90 people. Introduced a problem-centric approach to creating sales enablement material.
- Selected to lead a new media division for a national newspaper company's Hawaii print properties after forming its search committee and then being identified as the most qualified candidate for the position.

Digital Content

- Founder of a digital storytelling company specializing in the creation of multimedia content for advertising agencies, with over North American 225 clients.
- Created an interactive quiz and animated video educational content for North America's largest trade-centric consulting company. The ongoing inbound marketing campaign achieved a 30% conversion rate for the three-year campaign.
- Recruited by the third-largest provider of cable modem services in the United States to lead operations, content creation and communications for over 90 client websites.
- Created a multimedia presentation given to CMGI, Inc., which resulted in a \$40 million investment that led to the purchase of Laptop Lane's nationwide airport business center locations.



ACCOMPLISHMENTS, CTD.

Strategic Marketing and Promotion

- Recruited by the nation’s largest newspaper company to help its Tucson newspaper properties regain circulation, revenue and market share. Assumed leadership of a staff of 11 and redirected their focus to create solution-based, consultative selling tools.
- Participated in the facilitation of a relationship between the Kroger chain of grocery stores and a major national financial services company, resulting in a marketing partnership that increased exposure for both entities to millions of new potential customers.
- Created incremental revenue opportunities for a web startup company by focusing on strategic content-sharing relationships with media entities such as CBS, Warner Bros. and Apple.

Business Development

- Selected to lead the creation of new areas of content, advertising and marketing opportunities for the online versions of the nation’s largest newspaper company’s Tucson properties, resulting in 144% year-over-year growth for its digital media operations.
- Created a meta-data calculation spreadsheet that allowed a newspaper company’s automotive sales force to demonstrate to dealerships the actual cost of advertising dollars necessary to increase market share.
- Executed detailed strategic marketing communication programs using radio, TV and print media to increase awareness of the value of newspapers to local businesses. Increased total advertising annual revenue increased by \$7.6 million.

PROFESSIONAL EXPERIENCE HISTORY

Global Content Director/Editor In Chief, SoftServe, Inc., January, 2021 to Present

Founder/Chief Wordologist, [Help Me Say It](#), Houston, TX, 2012 to 2020

VP, Product Development, Online Banking, Amegy Bank of Texas, Houston, TX, 2011 to 2012

Creative Director, American National Insurance Company, League City, TX, 2005 to 2011

Business Development Manager, Gannett Co., Inc., Tucson, AZ, 2003 to 2004

Strategic Marketing and Promotions Manager, Gannett Co., Inc., Tucson, AZ, 2002 to 2003

Executive Producer, Manex Interactive, San Francisco, CA, 2000 to 2001

Director of Content Operations, SoftNet Systems, San Francisco, CA, 1999 to 2000

Director of New Media, Gannett Co., Inc., Honolulu, HI, 1997 to 1999

Director of Promotion, Gannett Co., Inc., Honolulu, HI, 1993 to 1997

Editor, Gannett Co., Inc., Honolulu, HI, 1988 to 1993

WEB PRESENCES



PORTFOLIO LINK

