



## PROFESSIONAL PROFILE

I'm a strategist and storyteller who connects brands with customers. My marketing and communications programs employ problem-centric storytelling to find the 'why' and push a signal through the noise. I lead with a balance of creativity and tenacity to foster collaboration and achieve consensus, ensuring that innovation thrives.

## ACCOMPLISHMENTS

### Operations and Business Management

- Promoted to lead content creation for a global IT services company. Added video production and expanded the team from four to 14 in six months. Increased content creation capacity by more than 160% by introducing scalable efficiencies with Generative AI.
- 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.” Created a unique style that led to an 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, email campaigns and microsites.

## AREAS OF EXPERTISE

- |                      |                             |
|----------------------|-----------------------------|
| Content Strategy     | Digital Marketing           |
| Brand Storytelling   | Audience Engagement         |
| Generative AI        | Social Media                |
| SEO Optimization     | Cross-Channel Marketing     |
| Team Leadership      | Innovation & Growth         |
| Data-Driven Analysis | Successful Product Launches |
| Customer Acquisition | Creative Direction          |

### 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., resulting 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

## SOCIAL MEDIA



## PORTFOLIO LINK

