

marketing | campaign design | social media strategy | communications

Professional Summary: *High-performing MBA marketing director / project manager with 11+ years of experience of B2B product & services marketing, process efficiency & cost reduction.*

Expertise includes:

- Marketing / Communications Strategy
- End-to-End Project Management
- Lead / Publicity Generation
- Online Marketing
- Budget Oversight & Cost Reduction
- Brand Development / Expansion
- Marketing Campaign Design & ROI Measurement
- Art Direction
- Social Media Strategy / Execution
- Editorial Direction / Copywriting / Editing

professional experience

Director of Marketing

2010 to 2011

LEXISNEXIS APPLIED DISCOVERY [Bellevue, WA]

E-Discovery / legal services provider

- Supervised and lead creative & events team in developing and executing integrated marketing programs, including market analysis, tactical marketing programs, and lead generation through direct marketing, advertising, PR campaigns, and participation in conferences and trade shows.
- Orchestrated and oversaw 2 product & 3 service launches with corresponding advertising campaigns, collateral production, PR initiatives and messaging creation / distribution.
- Designed, implemented and measured ongoing and one-off informational and promotional email campaigns, including landing page design and tracking.
- Consistently grew email lists, open rates, website visitors, Twitter followers, Facebook fans and lead scores through measurement, tracking and subsequent campaign adjustments.
- Optimized marketing department to ensure consistent internal processes, messaging and branding throughout internal and external print and web collateral.
- Conducted research and reviews for, hired and managed three outside agency resources (SEO, PR, Email Campaigns) to replace under-performing contractors.

Founder & Marketing Consultant

2000 to 2010

WITHINSIGHT TECHNOLOGIES [New York, NY & Seattle, WA]

Marketing & tech optimization consultancy

- Manage market positioning and lead brand development for corporate and non-profit clients for over 10 years, with selected projects including:
 - For an international health organization: researched market segment information for a new direct-to-consumer product line; designed and executed multi-component launch campaign, including microsites, ad buys and whitepaper publication;
 - For an international manufacturer: facilitated move from traditional channel to direct-to-consumer marketing by developing product positioning and branding strategies appropriate for the targeted customer segment;
 - For a national non-profit: planned and executed the migration, redesign and reorganization of multiple websites; and
 - For a national magazine: managed in-house contact database migration and integration with website, Salesforce and email campaign technologies.
- Manage team of design and development contractors to streamline deliverables execution with a continuous focus on client cost savings.
- Deliver solution architecture and infrastructure requirements within a rigorous testing environment to ensure smooth launch and maximize user experience.

Consulting Associate

2010

BANCROFT & COMPANY [Seattle, WA]

Management consulting firm

- For a national funeral products manufacturer: Co-facilitated business strategy session with select management group, including session facilitation and marketing consulting input.
- For an international pipe manufacturer: Co-facilitated business strategy session with select management, including on-the-fly presentation preparation and visuals of discussion results.
- For an international private equity company: Co-facilitated business strategy session with select management, including summary presentation preparation.

Marketing Project Manager

2003 to 2004

MURRAY HILL PROPERTIES [New York, NY]

Commercial real estate brokerage

- Provided ongoing project analysis, mitigated “scope creep,” communicated project status, and identified and resolving project issues and constraints.
- Managed team of programmers, graphic designers and data specialists and resolved day-to-day communication and performance issues.
- Tracked software customization and managed troubleshooting process.
- Oversaw design, development and implementation of customized content for online and printed marketing collateral.

Communications Coordinator

1999 to 2000

PEARSON EDUCATION [San Francisco, CA]

International educational publisher

- Produced and supervised production of internal collateral materials, such as reports, staff posters, brochures, new employee welcome packages and style guides.
- Developed and implemented community outreach initiatives in collaboration with senior management.
- Produced internal events for 300+ employees within budget and timeline project scope.

education

- MBA in Sustainable Management: Bainbridge Graduate Institute (Seattle, WA 2010)
- BA in Latin American Studies: Carleton College (Northfield, MN 2006)

technology skills

Marketing Campaign Measurement	▪ Marketo / Google Analytics / Optify
E-Blast Software	▪ Exact Target / Eloqua / Lyris
Scripting / Coding	▪ HTML / CSS / Javascript
CMS Applications	▪ Joomla / Drupal / Wordpress
Design Applications	▪ Adobe Suite (all versions)
Word Processing	▪ MS Office (all versions)