

Present experience

Extremely knowledgeable in all areas of Marketing Communications. I possess extensive experience within the following industries: high technology, medical, traditional & digital radiography, chiropractic, veterinary, sporting goods, casino gaming, automotive, entertainment, recreation, and hospitality

Responsible for successfully developing or revamping MarCom programs. During my tenure, these unique programs have provided new business opportunities and revenue streams. Corporate revenue and market exposure has consistently increased at a rate of over 150% per year/per company.

Extensive web marketing experience. Skills include: architecture, site design, Internet market research, traffic reporting, ROI analysis reporting, Internet advertising and placement.

Responsible for deriving and reporting quarterly/yearly MarCom budgets and ROI project analysis.

Accountable for the supervision of MarCom team members and vendors located at corporate headquarters and satellite office. Responsible for mentoring, team building, hiring, performance reviews, and disciplinary action.

Impressively performs "hands-on" creative direction, management, placement, design, and execution of MarCom projects. Responsible for overseeing photo shoots, video/commercial production and direction, sales presentations, brochures, product sheets, web site development, newsletters, and advertising campaigns.

Able to limit the out-sourcing of creative and production services through the creation and implementation of a new in-house creative/art department. During my tenure, this profitable transition has continuously saved the organization approximately \$200,000 per year.

Responsible for every aspect of trade show and special events management - travel, demonstration, booth design, show PR, merchandising, strategy planning & implementation.

Proven success in the development of customized MarCom programs (advertising, web, direct marketing, PR, trade show) for a 115 dealer network. This effort results in a consecutive annual growth of over 100% in revenue and company exposure, and a steady increase of new dealer sign-on agreements.

Professional references, awards and portfolio available upon request.

• Career objective

My objective is to join a forward-thinking, progressive organization that offers a challenging, creative, financially gratifying, fast-paced work environment.

• Career goal

My goal is to consistently provide my employer unique, exciting and successful marketing communication programs and execute these programs in a professional, timely manner.

• Professional strengths

Extensive knowledge in brand marketing, creative advertising development, web-based marketing, leadership management, departmental planning, public relations, and employee management

Possesses "hands-on", MarCom experience within various industries

Extensive, hands-on graphic design and creative skills

Strategic, hands-on public relations and advertising experience

Self-starter and team motivator

Successful at working under time-sensitive deadlines

Extremely creative and business-minded

Highly proficient in graphic/admin software packages (Mac & PC)

Consistently meets deadlines and goals set-forth by management

Respectful of company policies and procedures

Able to work well autonomously or within a team environment

Created and launched over 30 websites

Excellent performance reviews

Consecutive winner of the Harvey Communications Award for excellence in advertising. Recently received the highest Ad Study marks for new advertiser in document imaging category.

Two-time recipient of "best in show" for booth design and product launch campaign during tradeshow event (1999 & 2000)

Enjoys travelling domestically and/or internationally

Member of The American Marketing Association

• Employment history

2006 - Present Bluepoint Solutions, Inc.
Director of Marketing Communications

2003 - 2006 Summit Industries
Marketing & Communications Manager

2002 - 2003 The Kerry Collection
MarCom Specialist

1999 - 2002 StoragePoint.com
MarCom Specialist

1997 - 1999 Aqua Lung America / US Divers / SeaQuest
Marketing Specialist

• Education

2003 University of Phoenix B.S. Business Management

1994 Platt College of Design Design / Visual arts

1989 Shenango Valley College Business Administration