

Digital & Marketing Executive

Dynamic, digital marketing strategist with a diverse background in business, product management, technology and marketing operations. Strengths in strategic and tactical business leadership with start-ups to Fortune 500 companies. A proven problem-solver and manager driven to maximize revenue and productivity. Skilled at translating symptoms into root causes to mitigate execution and process risk and incrementally transform organizations.

- **Digital Marketing Strategy:** Customer relationship management, online lead generation, social media strategy, search engine optimization (SEO/SEM), competitive analysis, mobile apps and web based products. Proven expertise in developing and delivering digital strategies, campaigns and websites to engage customer loyalty and promote brand recognition.
- **Strategic Leadership:** Revenue and productivity improvement, business strategy, consensus building, teamwork & mentoring. Demonstrated success in determining market program effectiveness through quantitative measurements and metrics.
- **Stakeholder Relationships:** Collaboration with business partners and external stakeholders to ensure alignment in complex and diverse marketplace issues. Proven expertise in delivering digital strategies, programs and website as Project Manager and liaison between Marketing, IT, Executives and Suppliers.

Professional Experience

TROPHIKOS | Mar 2019 to Present | *Head of Digital Marketing & eCommerce*

Leading initiatives to leverage digital solutions and tactics to drive revenue for consumer eCommerce and healthcare lead generation.

- Optimizing MARTECH capabilities to increase customer acquisition and retention.
- Drive data based personalization and targeting tactics to reach and convert customers across channels.
- Direct SEM, SEO, Email, Paid Social team to expand brand reach and increase site conversion.
- Lead content marketing: video, blog, influencer program.
- Utilize analytics to identify short-term opportunities and develop long term models to increase program efficiency and predict performance.

KELLEN | Mar 2015 to Feb 2019 | *Digital Manager*

Planned, developed and implemented all marketing strategies, communications, and digital activities, both external and internal. Managed multiple digital marketing budgets (totaling over \$1.25m) while overseeing development and implementation of websites and digital services providing strategic support for marketing, communications, social media, search marketing, content marketing, and public relations programs.

- Managed an integrated platform and discovery process that increases customer engagement, drive interactivity, and enhances content creation efforts of marketing, communications and public relations staff.
- Developed social and content marketing strategies that continue to enhance online audience growth by over 300% and improve user engagement by over 400%.
- Created and managed enterprise digital road-map and strategy for over 65 clients and departments.
- Refined and improved conversion rates by 20% using A/B and multivariate testing.

DIGITAL STRATEGY CONSULTANT | Jul 2013 to Mar 2015 | *Consultant*

Provided strategic consulting services for several clients including IBM, Assurant, Billian Publishing and multiple startups and small businesses.

- Served as a subject matter expertise during recruitment screens for industry recruiters
- Optimized content and social media strategy for an ecommerce startup client focusing on B2C sales of insurance products driving 35% quarter-over-quarter revenue growth in the U.S.
- Designed interaction design concepts and documentation (process flows, wire frames, user schemas) for a travel application for IBM.

YP (YELLOWPAGES.COM) | Jun 2009 to Jul 2013 | *Associate Director, Digital*

Built and led a 60-person team that designed, developed and operated over 50,000 Mobile-enabled Web products for YP's business advertising customers.

- Established UI design concepts and guidelines for our team of designers, developers, proofers and domain experts, ensuring customer brand focus.
- Created new products and tightly controlled budgets, driving over \$25M in annual earnings.
- Led a cross functional team that created over 500 Web and Mobile B2C sites weekly

BILLIAN PUBLISHING, INC. | Sep 2006 to Jun 2009 | *Director, Online Products*

Led the company's transformation from print to digital, building a new multi-million dollar line of business in less than 18 months.

- Managed a 12-person team that conceived, developed, and operated 9 B2B / B2C digital products.
- Established social networking strategy across 9 brands for exposure across social media.
- Optimized company's technology stack design standards to grow traffic and minimize expenses.

INTERNAP NETWORK SERVICES | Sep 2002 to Aug 2006 | *Webmaster*

Led the web design and develop team, defining corporate branding, creative direction and user experience for both intranet and customer-facing Web sites.

- Collaborated with Marketing and external agencies on brand refinement, SEO and SEM initiatives.
- Led content management platform selection and implementation, providing optimized tools for content delivery.
- Integrated web beacons to drive data-based design decisions using website analytics.

BOOZ ALLEN HAMILTON | Jan 1999 to Aug 2002 | *Consultant*

Trained and mentored the 9-person team that designed and developed the award winning Web Portal for the U.S. Air Force Logistics directorate while on assignment at the Pentagon.

- Developed UX guides for all divisional branding – subsequently used for all Web and print.
- Doubled contract scope after 9/11, coordinating USAF Logistics personnel around the world.
- Recognized for achievements with two Outstanding Performance Awards from Booz Allen Hamilton and the Air Force 4-star Award – the highest honor granted to civilian personnel

Education

DIGITAL MARKETING (BS) | 2018 | *Bellevue University*

MATHEMATICS (AS) | 1996 | *NVCC*