



## The Road So Far...

My Origin Story.

### MARKETING ⇒⇒

- Created and managed multiple marketing campaigns including print materials, social media, eblasts, direct mail, webinars, sales presentations and digital media
- *Managed and designed all tradeshow/events including set up, tear down, manning the booth for the show and pre/post lead follow-up campaigns for large EXPOs to small luncheons*
- Created and managed websites; achieved improvement in direct leads from lead forms and higher ranking on Google/Bing search through SEO techniques
- *Create marketing collateral using Adobe Creative Suite; achieved brand recognition and brand consistency through all departments and direct leads*
- Created all internal communications for staff; achieved brand awareness and employee interaction
- *Built and refined SEO campaigns including PPC; achieved improved search results and conversions month over month*
- Built out the eblast program in HubSpot with audience segmentation and distributor-specific quarterly promos; achieved company messaging and adoption with each audience segmentation
- *Designed full brand identity packages including Brand Standards; achieved company adoption and brand recognition from customers*
- Tracked and reported on website traffic and required improvements using SEM Rush and Google Analytics: achieved an increase in form submissions and specifically targeted audience visits

### OPERATIONS ⇒⇒

- Managed monthly forecasting including lead sources, and potential revenue; achieved higher won rates and higher lead sources
- *Manage sales orders and invoicing in Microsoft Business Central*
- Manage small teams in Marketing and Sales Support; achieved higher customer service and focused the message for clients
- *Created yearly budgets and monthly marketing analysis reports for C-level management as requested*
- Manage vendor relations; achieved stronger relationships that fostered bigger project wins and business development

### IMPLEMENTATIONS ⇒⇒

- Implement and managed ZOHO, HubSpot, SharePoint, and Dynamics 365 for automated follow-up campaigns and account management
- *Implement and managed Salesforce.com with HubSpot for marketing automation*
- Managed database of leads in Dynamics365; achieved lead segmentation
- *Company support for Microsoft Dynamics Business Central ERP and Dynamics365; troubleshooting, reports, and customization support and planning as requested from all departments*
- Built and maintained SharePoint hubs and sites for company Intranet; Planned, trained and built new company Intranet while working with department heads

### ABOVE & BEYOND ⇒⇒

- Manage HR issues for office staff as requested by the owner of the company – interviewing, job performance reviews, disciplinary meetings
- *Manage IT for small office – Office 365 account for (13) users including administrative account for renews, installation and all technical issues on a per user basis*
- Remodeled several offices and warehouses including planning, designing and working with all trades



## My Super Power Technical Skills

Windows

- Adobe Acrobat, Adobe Creative Suite, Salesforce, HubSpot, ZOHO, Google apps, Microsoft Office 365, Wix.com, Google Analytics, Google Console, Microsoft SharePoint, Microsoft Dynamics Business Central, Power BI, Microsoft Dynamics365. SEM Rush, Chrome, Internet Explorer



## Where I Have Worked

Who I Have Saved.

INDUSTRY	COMPANY	TITLE	DATES	REASON FOR LEAVING
Manufacturing	Cal Am Manufacturing	Marketing Manager	10/2020 - Present	N/A
Commercial Painting/GC	Pro-Tech Painting	Sales Operations Manager	6/2018 - 10/2020	No more growth opportunities
Commercial Painting/GC	Pro-Tech Painting	Marketing Director	6/2016 - 6/2018	Moved Departments
Small Business	The Irish Redhead	Marketing Consultant	1/2010 - Present	N/A
Mortgage/Real Estate	Peoples Home Equity	Marketing Coordinator	10/2014 - 3/2016	Branch Closed
SaaS/AEC Industry	Kelar Pacific	Marketing Manager	11/2011 - 10/2014	No Growth Opportunity
Manufacturing	Solar Gard	Production Coordinator	6/2010 - 11/2011	Temp Position/ Department Closed
Education	ITT Technical Institute	Visual Design Teacher	9/2010 - 11/2011	Department Closed
Hospitality Goods	KOJO Worldwide	Executive Assistant/Manager	12/2008 - 11/2009	Company Closed
Small Business	KV Design	Marketing Consultant	1/2008 - 11/2008	Self Employed
Mortgage/Real Estate	Fidelity National Title	Marketing Coordinator	6/2007 - 11/2007	Temp Position
Hospitality Goods	KOJO Worldwide	Marketing Communications Manager	5/2005 - 6/2007	Commute & Price of Gas



## My Super Power Brain Skills

How I Think.

Analytical Thinking	Project Management	Innovative	Competitive Analysis	Budgeting	Website Analytics	Department Management
Email Management	Dependability	Work Ethic	Teamwork	Flexibility	Organization	Creativity
Business Development	Time Management	Customer Service	B2B Marketing	Event Management	Marketing Automation	Detail Focused



## **My Training**

- ⇒ *San Diego State University with a Bachelor's degree in Graphic Design 2002; graduated Cum Laude*
- ⇒ *Salesforce.com Trailhead Continuing Education*
- ⇒ *HubSpot Academy*
- ⇒ *Microsoft Training*

