

MARKETING COMMUNICATIONS & STRATEGY



executive summary

Seasoned Marketing Manager with more than 17 years of experience in identifying opportunities to increase revenue and market share in both B2B and B2C environments. Persuasive writer and editor skilled in creating revenue-driving content for a variety of marketing mediums. Accomplished marketing project manager, leader, and critical thinker with exceptional organizational skills and a proven record of overcoming challenges to deliver projects on time and on budget.



critical skill set

- Customer acquisition and retention
- Website content
- Advertising
- Integrated communications
- Email marketing
- Direct mail
- Internet marketing
- Event marketing
- Competitive research and strategy
- Social media
- Collateral
- Data analysis and reporting



professional employment history

Marketing Strategist, Writer, and Editor

The Marketing Workshop | San Diego, CA | 2011-Present

Sole proprietor of an independent marketing agency that specializes in developing communications strategy and content that drive results for B2B and B2C clients.

- Created seven interactive presentations for a B2B technology client. Designed PowerPoint slides, crafted slide content, and delivered comprehensive scripts for each presentation.
- Led the development of two new B2C microsites. Oversaw the site design process, wrote content, and managed paid search program.
- Transformed a dated corporate website into a fresh, dynamic site with a complete restructuring and all-new content.

Marketing Communications Program Manager

EMC Corporation | San Diego, CA | 2008-2010

Member of an internal creative services agency for a Fortune 200 organization. Planned and executed marketing communications projects, collaborating with designers to meet client requests for collateral, email, website content, advertising, direct mail, and event graphics. Consistently met aggressive deadlines, often completing projects well ahead of schedule.

- Initiated program to bring eMarketing content creation in-house. Wrote email and landing page content for direct-response campaigns, working closely with eMarketing department to meet firm due dates. Within a single quarter, eliminated all expenses formerly incurred from an outside agency, saving nearly \$100K annually.
- Won quarterly marketing award for managing project to transform 25 collateral pieces of an acquired company into corporate standard writing style and design template. Revised and edited data sheets, solution overviews, case studies, and white papers, delivering finished pieces for trade shows.

- Managed project to conceptualize, write, design, and deliver an all-new, professional, multi-page brochure for a non-profit agency supported by the company. By coordinating free services from external designers and printers, delivered a 3-year supply of brochures to help agency increase donations.
- Served as a founding member of company writing committee, helping to determine standards and document official style and grammar rules in a published guide.

Marketing Manager

College Loan Corporation | San Diego, CA | 2004-2007

Managed direct response, consumer-targeted marketing projects for a top 10 student loan lender. Responsible for combined internet marketing and advertising budgets of nearly \$5M and programs generating \$400M in annual student loan volume.

- Managed entire internet lead generation program, including delivery of all creative materials. Expanded lead volume by more than 100% in 3 years and increased conversion from less than 3% to more than 7%. Researched partnerships, negotiated contracts, and managed relationships with more than 50 partners.
- Directed paid search marketing programs from initial inception. Single-handedly managed Google and Yahoo search, including keyword generation, bid management, creative development, and optimization. Over 3 years, search grew exponentially to generate nearly 20% of internet volume.
- Led the delivery of four large-scale internet technology projects, serving as subject matter expert. Projects enabled real-time lead processing capabilities, improved lead tracking, eased the management of web initiatives, and enhanced partner communication.
- Managed redesign and re-architecture of company microsite. Delivered new content for site and worked closely with interactive designer and web developers to successfully deploy site.
- Served as team expert in marketing data analysis. Using Cognos business intelligence software, created numerous reports to evaluate program effectiveness.

Event Marketing Manager

Captiva Software (now EMC) | San Diego, CA | 2001-2004

Annually planned nearly 65 events, including national and regional trade shows, an annual user conference, web seminars, meetings, and corporate parties. Responsible for all aspects of event management, including promotions, logistics, production, and evaluation. Twice recognized as Employee of the Quarter for outstanding contributions to company success.

- Directed the successful turnaround of an annual user conference from losses of more than \$25,000 to profits of up to \$50,000. Managed site selection, contract negotiation, print and online promotional materials, registrations, program guide, and onsite execution. For two consecutive years, increased annual attendance by 25%, while selling all available sponsorship packages.
- Developed and managed numerous vendor relationships, negotiating contracts to ensure that strategic marketing objectives were met in a cost-effective and timely manner.
- Wrote and edited copy for event promotions (direct mail, email, website, booth graphics), product brochures, and technical data sheets.
- Crafted and tracked an annual event budget of nearly \$700,000. Expanded show program while coming in 10% under budget each year. Worked with accounting department to properly code expenses, and continually manage payments.
- Edited, formatted, and delivered weekly employee email newsletter, enhancing communication of updates from all departments.



education

- MBA, General Business, California State University, San Marcos
- BA, History, High Distinction, University of California, San Diego