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PROFILE Senior digital marketing manager, art director, and graphic designer with a sound track record in health care, technology, and financial services. Proven ability to lead a team of professionals by driving motivation and integrity while upholding brand loyalty. Manages and mentors design teams and collaborates with internal and external clients to drive results and exceed client expectations.

- STRENGTHS**
- Creative:** Hands-on art director who thrives on visually creative and strategic thinking. Ability to execute solid, clean, creative design solutions from conception to final production.
 - Diverse Skills:** Experienced in current design, typography and photography trends with a multidisciplinary skill-set that includes copy writing, brand strategy, graphic/web/interactive design, illustration, marketing communications and creative services process management.
 - Powerful Communicator:** Ability to communicate with internal and external clients at all levels, translating complex communications into persuasive design solutions to ensure effective creation of campaign materials.
 - Project Management:** Planner with strong organizational and analytical skills who can establish project parameters, troubleshoot problems and complete projects on time and on budget.
 - Team Leadership:** Experienced manager who builds high-performance teams and develops strong vendor and supplier relationships.

EXPERIENCE **HOME STAGING SPECIALIST | BRIDGE CITY STAGING | AUGUST 2019–PRESENT**

Specialize in offering virtual home staging services to showcase properties in the Pacific Northwest with current home decor trends, attracting a larger pool of online buyers.

- Responsible for the content, creation and deployment of social media, website development and other various related marketing materials for customer outreach.
- Create 360° iGUIDE virtual tours for immersive 3D experiences.
- Produce interior and exterior photographs of listings for real estate and realtors.
- Voted “Most Influential People in Real Estate Staging” for 2023 by the Real Estate Staging Association.
- Met with clients, assessed the property, and made recommendations for improvements to prepare vacant and occupied homes for sale as an independent contractor for OnStage and Judson Roy Home.

CHANNEL PARTNER MARKETING CONTENT MANAGER | XEROX | JANUARY 2019– AUGUST 2019

Managed Channel Marketing Programs for North American Reseller partners, focusing on digital marketing, content creation for email campaigns, social media, website content, marketing and sales-enablement resources, tools and training.

- Designed, developed and maintained sales-enablement and marketing automation systems to help our partners generate demand and increase sales.
- Tracked and managed partner marketing KPIs in alignment with overall Xerox business goals and partner sales.
- Created step-by-step sales-enablement playbooks to help Partners drive new revenue opportunities using specific marketing, selling and lead-generation strategies.
- Collaborated globally and delivered regionally: partner experience, editorial calendars, communications plans, email marketing delivery and tracking via PRM platform, content management systems and marketing automation tools.

**EXPERIENCE
CONTINUED**

CREATIVE SERVICES TEAM LEAD, SENIOR DESIGNER | XEROX | FEBRUARY 2014– JANUARY 2019

Led, directed and implemented project workflow for a collaborative team of designers and writers, ensuring all visual content aligned with brand standards and mapped to key messages across all routes to market.

- Prioritized, designed and produced over 3,600 dynamic lead generation HTML emails and newsletters, web landing pages and banners, fliers, brochures, eBooks and PowerPoint presentations per year.
- Drove new business with the creation of Marketo demand gen campaigns that generated over 3,000 qualified leads and the sale of over 150 units with an increased revenue of \$3M.
- Collaborated with cross-functional teams to identify and execute UI designs across platforms and browsers.
- Applied brand guidelines to ensure consistent message and delivery across all materials.

MARKETING & SALES MANAGER | SENSORAY | AUGUST 2012– FEBRUARY 2014

Drove management, development, copy writing and creation of all print and online marketing materials for this global supplier of embedded electronics.

- Developed and managed marketing program 25% under budget. Programs included Google AdWords, press releases, direct mail, market research, social media and web development.
- Negotiated contracts with vendors and distributors to manage product distribution, established distribution networks and developed distribution strategies.
- Established ecommerce shopping cart solution, which enabled payments to be processed securely.

GRAPHIC DESIGNER | BARRY-WEHMILLER | APRIL 2011– AUGUST 2012

Provided leadership and coordination of organizational brand development for this diversified global supplier of manufacturing technology.

- Produced *Leaders@Work* video series that offered insightful stories about team members.
- Developed engaging e-learning courses containing interactive content, quizzes and videos.
- Directed and coordinated custom photo shoots to create library of dynamic visuals.

SENIOR ART DIRECTOR | CVS CAREMARK | JANUARY 2008– JANUARY 2011

Directed the creative team for the Specialty Pharmacy division of the nation's leading pharmacy benefit management company.

- Achieved a half million dollar a year cost savings by evaluating, redesigning and streamlining the distribution of main collateral.
- Implemented paper cost reduction program that resulted in over a 25% savings.
- Maintained a file management and work order submission process that kept budgets, provided project status and streamlined workflow.

EDUCATION

Staging Design Professional Master Certification
Staging Studio, San Antonio, TX

Bachelor of Fine Arts, Graphic Design
Bowling Green State University, OH

CORE SKILLS

Expert in Adobe CC— InDesign, Illustrator, Photoshop, Dreamweaver and Acrobat

Proficient in Microsoft Office — PowerPoint, Word, Excel, Articulate, FileMaker and Sage ACT!

Skilled in Canva, HTML, CSS, Flash, WordPress, SharePoint, Marketo, Act-On, SubscriberMail, Google Docs, Google AdWords, Google Analytics, Premiere Pro and After Effects