

Skills Summary

Marketing generalist with exceptional project leadership and communication skills.

- Brand development
- Marketing strategy
- Translating strategy into action
- Team building/ relationships
- Content creation & marketing
- Email marketing
- Social Media
- SEO/ SEA
- CMS (WordPress and more)
- CRM
- Marketing Automation

Professional Experience

Senior Marketing Manager | Gravity Marketing

January 2017 to December 2019

Functioned as CMO for multiple client companies. Developed strategy and executed all needed marketing activities using a team of resource specialists, both internal and external. Representative results: Increased sales by 22% in one year by optimizing AdWords, SEO, and marketing communications. Thought leadership campaign attributed as factor in winning million dollar plus accounts. Doubled income for a trade show.

- **Websites:** Functional design and launch of content and business automation websites. Optimization including content creation, user experience, and SEO.
- **Digital campaigns:** Epublications and email drip campaigns using CRM; social media; Google AdWords.
- **Content/ Thought leadership:** Using multiple channels – advertising, public relations and social media.

ArtsPark Project Manager and Big Event Project Manager | Sharon Lynne Wilson Center for the Arts

2014 to 2016. Led project to extend sculptural art into the park surrounding the center.

- Managed visioning and design process for the park including committees of stakeholders and vendors.
- Cultivated donors (in excess of \$600,000) and leveraged project interest into energy for the entire facility.
- Created marketing strategy and communication plan.
- Developed art selection process including unique public input aspects.
- Led installation of first sculpture, set up the next three pieces ready for installation.
- Influenced all other facility functional departments for support and engagement in this project without direct authority.

Freelance Writer

Created content including websites, E-newsletters, social media, and marketing collateral for advertising/ marketing agencies, web developers and individual businesses. Focused on organizing overall communication to accomplish organizational objectives.

Director of Marketing | Utopia.Com

Marketed e-commerce venture. Developed business model, oversaw development of website (design and content), developed and implemented marketing plan using both traditional and web-based marketing strategies. Reached breakeven point within 5 months of going live.

Market and Product Development Consultant | Blue Cross & Blue Shield United of Wisconsin/United Wisconsin Services

Provided all marketing functions for individual health senior market products including product development (market research, benefit design, operational implementation), strategic planning and implementation. Directed project teams organized to launch and/or maintain each product including Medicare insurance products (HMO and Supplement) and individual life and health insurance products.

Market Research Analyst | Electronic Tele-Communications, Inc.

Collected and analyzed market data to identify market threats and opportunities.

Market Research Study Director | Chilton Research Service

Major projects included:

- Over 300 custom market research projects utilizing various data collection methods.
- Managed ABC Entertainment projects including pilot show testing.
- Public opinion polling for ABC News and The Washington Post.
- Election day exit polling for a consortium of major news organizations.

Volunteer Interests

- Marcus Center, Development Committee, 2019. Raise funds to support education and community outreach programs for performing arts center. Activities include events, personal appeals and marketing support for campaigns.
- Co-Founded Brookfield Elementary Players, a school-based musical theatre program, 2006 to present. One of a team of five parents who developed self-supporting, parent-lead, district-approved musical theatre programs for elementary and middle school children. Continue to advise. Costume lead for 15 musicals from elementary to high school.
- Sharon Lynn Wilson Center, various volunteer roles including Event Co-Chair for 2011 Style Show, and Table Hostess Chair for 2010 Style Show.
- Gifted & Talented Parent Advisory Board, Elmbrook School District, 2007 to 2015. Building representative 4 years, communications lead 2 years.
- Interfaith Caregiving Network. Helped to write and design quarterly newsletter and served on Marketing Committee.

Education

MA, Communication Arts, University of Wisconsin – Madison

BA, Political Science, Pennsylvania State University – State College. Minor in Speech Communication, University Scholar, Phi Beta Kappa