

## OBJECTIVE

I am currently seeking to manage the growth and development of your brand by leveraging my expertise in marketing, social media, digital strategy and web development. The ideal position would challenge my abilities to implement and measure successful marketing strategies, adapt to new obstacles, utilize strong team interaction and elevate market awareness.

## PROFESSIONAL EXPERIENCE

### Marketing Director -- Total Corporate Solutions (3/13 - present)

- manage the marketing strategy for ten diverse business divisions under one, global brand outline, while measuring/reporting KPI and ROI.
- oversee corporate and divisional websites with an emphasis on lead generation and SEO content development.
- manage social media, promotional and PR strategies in order to strengthen brand awareness, new product/ service releases and nurture prospective leads.
- develop PPC campaigns to drive web traffic and generate new leads, while maintaining budget efficiency.

Increased web traffic by 300%

Increased social media following by 400%

Implemented corporate-wide CRM system to nurture leads and spur divisional cross-selling

### Creative Director -- Wired Custom Lighting / Alger-Triton (3/08 - 3/13)

- provide art direction and graphic design for ads in international publications while maintaining brand identity across global ad campaigns.  
**Notable publications include:** Architectural Digest, Interior Design, Hospitality Design, LUXE, World of Interiors, House & Garden
- provide art direction and graphic design for two full corporate catalogs.
- manage the design and production of marketing collateral via print and web for both the corporate office and four showroom locations worldwide.
- build / maintain a visual digital production database.
- facilitate product and installation photography shoots for promos / ads.
- coordinate projects with international departments/vendors.
- maintain corporate website with regular content development.

Complete re-branding for both corporate entities including full websites

Established global social media presence

Global travel to facilitate photography of final project installations

### Project Manager / Graphic Designer -- Manumit, Inc. (10/04 - 10-07)

- produce marketing collateral from concept to press.
- developing online client portfolios / websites.
- maintain photography, project and graphic database

## SKILLS

Content Marketing

Email Marketing

Copywriting

Social Media

Google Analytics

Google Adwords

SEO Content

Target Landing Pages

Wordpress

HTML 5 , CSS

E-Commerce Magento

Site/Domain Hosting

Adobe Creative Suite

Photography

Video / Photo Editing

PC and Mac proficient

Microsoft Office

## EDUCATION

CSU Los Angeles  
BA - Art (Graphic Design)

College of Marin  
Certificate - Multimedia

Napa Valley College  
AA - Arts / Humanities  
AA- Social Sciences  
AA - General Education