

## Soft Skills

- Experienced leader
- Strategic thinker
- Resourceful
- Adaptable
- Collaborative
- Strong communicator
- Process driven
- Mentor-minded

## Technical Skills

- CRM/ERP/Marketing Automation
- Modern web standards
- UI/UX
- InVision
- Project management
- WordPress/Drupal/EE
- eCommerce
- Adobe Creative Suite
- Google Suite
- Slack
- Trello/Basecamp/Asana

Business minded & strategic marketing professional with agency and in-house experience in brand development, technology, and conceptual design. Passionate about brand building in a fast-paced environment.

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Enthusiastic, entrepreneurial marketing and design professional eager to lead a team of creative professionals in visual brand story telling.

- Results oriented
- Profit conscious
- Account growth minded
- Creative solution focused
- Unique approaches to everyday problems
- Public speaker/presenter

## Experienced in:

- 15+ years of hiring and managing integrated teams of designers, marketers, and planners
  - Planning and launching creative business to business 360 targeted marketing and lead generation campaigns that drive metric-based results
  - Planning and building cross-platform campaigns across business to business, business to consumer and business to enterprise companies in various vertical markets
  - Designing and launching national brands, supporting collateral, corporate and eCommerce websites, digital marketing, campaigns, and experiential environments
  - Planning and designing experience-based events and trade show experiences
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## Employment History

### PlanITROI

January 2020 – Present

### Vice President of Marketing

- Responsible for outbound sales efforts, comprised of six full time BDL's. This includes lead management, campaign management, sales engagement platforms, marketing automation and engagement, metrics and reporting. Achieved Q1 2020 revenue goal by 116%, Q2 is trending at 160%.
- Reworked marketing and events efforts to save the company \$700,000 per year
- Built sales and lead management funnel system to align with all sales and marketing efforts
- Built CRM and marketing automation migration plan to combine and integrate new tools
- Manage all company owned digital properties and external communications
- Planned national consumer-based cause marketing campaign to help 1,000,000 students in need

## Awards & Honors

Industry related awards for various branding, marketing and design clients received from:

- GDUSA
- NJ Advertising Club
- AIGA
- American Marketing Association (AMA)
- Business Marketing Association (BMA)
- JSPRAA
- Art Directors Club of NJ
- Davey Awards
- American Web Design Awards
- W3 Webby Awards

2015 – Recipient,  
New Jersey's Best  
Marketing Professional  
Under 40 – NJ Ad Club and  
JSPRAA

2010 – Recipient,  
NJ Biz 40 Under 40

## R&J Strategic Communications

October 2015 - January 2020

### Vice President of Creative & Digital Services

- Joined through acquisition of my branding and web design agency
- Built agency creative team of 10 creative and technical employees and freelancers
- On boarded previous clients to new agency and grew annual budgets by 28%
- Developed solution focused strategies and campaigns for clients in various industries
- Managed creative team, freelancers and associated projects, consisting of
  - Identity design
  - Advertising campaigns
  - Web design
  - Digital marketing campaigns
  - Email marketing
  - Event design and brand development

## Fifth Room Creative

March 2003 - October 2015

### President and Creative Director

- Launched and grew agency by 298% CAGR over 10 years, resulting in acquisition by PR Agency
- Established and fostered culture of openness, constant learning, and experimentation
- Maintained consistent team structure with employee tenure averaging 6 years
- Acted as sole business development leader and built a client base to include national and international companies including:
  - Wyndham Worldwide
  - Johnson&Johnson
  - Avis Budget Group
  - American Express
  - Ingredion
  - Panasonic
  - BASF
  - IEEE
  - USGA
  - IBM

## Panasonic

June 2000 – July 2003

### **Graphic Designer**

- Supported launch of global rebranding as “Panasonic ideas for life”
- Developed internal employee communications campaigns
- Expanded internal client base across multiple departments of North American campus

### **Education**

**William Paterson University**

Bachelors of Arts, Magna Cum Laude, 2001

### **Giving Back**

Mentor to at risk youth, board member of Tri-State Parkinson's Foundation, Co-planner of annual 5K for Parkinson's (raised \$175k in four years), member of curriculum planning committee of numerous vocational and secondary schools, volunteer and pro-bono service provider for various non-profit organizations, volunteer for family transitions at Family Promise of Morris County.