

## PERSONAL SUMMARY

An accomplished marketing professional with over 20 years of experience developing and executing Marketing strategies to generate sales, drive brand awareness and generate leads.

Strong creative, strategic, analytical and organizational skills. Experience leading cross-functional teams of designers, copywriters, social specialists, digital and product marketers.

## AREAS OF EXPERTISE

thought leadership  
e-commerce management  
vendor management  
lead generation  
web development  
social media management  
strategic email  
SEO planning  
brand development  
graphic design  
copywriting  
tradeshows  
videography  
photography  
product packaging

SHOPIFY  
advertising  
digital marketing  
instagram  
google  
facebook

## PROFESSIONAL EXPERIENCE

### Director of Marketing & E-commerce, 2018 - 2024

Roshambo Eyewear (formerly Roshambo Baby), Carlsbad, CA

*Responsible for creative execution and digital marketing strategy for \$2MM startup DTC e-commerce eyewear company.*

**BRAND DEVELOPMENT:** Developed a cohesive brand image and voice to drive business growth and expansion to new markets.

**EMAIL/SMS CAMPAIGNS:** Managed and designed annual promotional calendar for prospecting, customer retention, product launches, nurture/welcome flows, cart abandonment, influencer/ambassadors, loyalty/rewards campaigns, and more.

- Adobe Creative, Klaviyo, Mailchimp, SMS Bump, Attentive

**ECOMMERCE MANAGEMENT:** Maintained a conversion-focused e-commerce Shopify Plus website to drive new sales, upsell returning customers, increase AOV, cross-sell product lines, and collect email/sms contacts. Managed developers to integrate new tools, improve design, and increase time to purchase.

- Shopify, Yieldify, Yotpo, Re-Amaze, ReBrand, Buzzbassador

**CONTENT CREATION:** Optimized website content for SEO growth; wrote industry blogs and press releases; directed influencers for UGC videos & traffic-generating articles; directed video shoots; photographed products, flatlays, lifestyle, and special events.

**ADVERTISING:** Directed agencies for Facebook/Instagram ads; Google PPC, Remarketing & PLA; Amazon Seller Central support.

- Content, Keyword Targeting, Photos, Animated Gifs, Videos

**SOCIAL MEDIA MANAGEMENT:** Grew social communities through posting, videos, collaborations, contests, and influencers.

- Instagram (30k), Facebook (50k), TikTok, YouTube, Pinterest

**GRAPHIC DESIGN:** Designed product packaging, POP retail displays, tradeshow booths, brochures, postcards, gifs, graphics.

### Marketing Consultant, 2015 - present

Stacy Brown Marketing, Carlsbad, CA

Provide freelance marketing and creative services for clients including brand development, social and content creation, graphic design, website development and email marketing.

- UKG, Ultimate Software, The Resilient Helix, Mommee Coffee

### Marketing Communications Manager, 2017 - 2018

Orbian Supply Chain Finance, Carlsbad, CA

*Developed new corporate brand guidelines, websites, collateral, and presentations for international supply chain finance company.*

## TECHNICAL SKILLS

Microsoft Office Professional  
 Photoshop, Illustrator, InDesign  
 PC & MAC Environments  
 Klaviyo, Listrak, MailChimp  
 Shopify & Magento E-commerce  
 HubSpot, Salesforce.com  
 Facebook, Instagram, Twitter  
 Meta, LinkedIn, TikTok, YouTube  
 Squarespace, WordPress, HTML  
 WebEx, GoTo Presentation Skills  
 Product & Lifestyle Photographer  
 Videographer & Video Editing  
 Vocus - PRweb



## EDUCATION

B.A. Journalism and  
 Mass Communication  
 Graphic Design and  
 Web Technology  
 University of Wisconsin  
 Madison, WI  
 1998 - 2002

## REFERENCES

Available upon request

### Marketing Communications Manager, 2016 - 2017

ID Analytics / LifeLock, San Diego, CA

*Responsible for advertising, email marketing campaigns, social media promotion, and tradeshow/event management to generate leads, develop thought leadership and increase brand awareness for identity theft prevention SaaS platform.*

### Marketing Communications Director, 2013 - 2015

Zego (formerly Paylease), San Diego, CA

*Managed the Marketing Communications and Event Marketing teams for \$40MM property management SaaS payment platform.*

- Developed social media and content development strategies to build brand awareness, lead generation & thought leadership.
- Completed WordPress corporate website redesign with Marketo lead generation, Salesforce integration, thought leadership content creation, influencer strategies, and portal access.
- Oversaw Event Marketing team calendar of 70 tradeshows, client events, and partner initiatives to drive platform utilization.

### Marketing & E-commerce Director, 2011 - 2013

EnvironmentalLights.com, San Diego, CA

*Responsible for executing digital marketing strategies to expand customer base, grow brand awareness and generate revenue for \$10MM BtoB and BtoC e-commerce LED lighting retail business.*

- Managed agency developers to customize and manage Magento Enterprise e-commerce platform for retail website.
- Developed Listrak email marketing automation program to generate over \$1MM revenue in first year from drip campaigns.
- Coordinated \$500K agency ad budget for Google PPC, Remarketing & PLA campaigns; initiated social media growth.
- Executed editorial calendar of blogs, case studies, press releases; in-house videographer and photographer.

### Marketing Project Manager, 2005 - 2011

CoreLogic CREDCO (formerly First Advantage), Poway, CA

*Managed marketing communications projects and event logistics for \$130MM credit reporting group, transitioning to CoreLogic brand.*

- Executed 30 annual tradeshows and customer appreciation events, with \$200K budget and team management.
- Oversaw \$500K annual budget to complete email campaigns, direct marketing, print advertising and social media growth.

### Marketing Communications Specialist, 2003 - 2005

BASF Construction Chemicals (formerly Degussa), Minneapolis, MN

*Designed product catalogs, sales collateral, technical literature and packaging for 400 products. Coordinated 50 annual tradeshows and events for sales team with \$250K budget.*