

## 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  
press releases  
tradeshows  
reputation management  
product packaging  
copywriting  
PPC  
digital marketing  
advertising  
instagram  
google  
facebook

## PROFESSIONAL EXPERIENCE

**Director of E-commerce & Digital Marketing**, 2020 - present  
Roshambo Eyewear, San Marcos, CA

**Creative Director**, 2018 - 2020  
Roshambo Baby Inc., San Marcos, CA

Responsible for all creative execution and marketing strategies for growing e-commerce sunglasses and prescription business.

- Spearheaded company rebrand to be inclusive of growing eyewear brand; new focus on charity donation programs
- Manage Shopify platform for product launches, content, web design, blogs, videography, photography & conversion.
- Design Klaviyo email marketing & SMS campaigns and flows for prospecting, recurring revenue, cart abandonment, etc.
- Create all product packaging, POP & tradeshow materials; aide in product development strategies and merchandising
- Direct agencies for Facebook/Instagram advertising, Google PPC, Remarketing & PLA campaigns, and PR opportunities.
- Grow social media community through posting, collaborations, influencer campaigns, contests, and customer engagement.
- Develop custom products and partnerships with brands like Blippi, San Diego Padres, Zappos Adaptive, PBS Kids, Micro Kickboard, Ten Little, Princess Awesome, RuffleButts and more!

**Marketing Communications Manager**, 2017 - 2018  
Orbian, Carlsbad, CA

Developed new corporate brand guidelines, websites, collateral, and presentations for sales, marketing and business development.

- Spearheaded new onboarding website to streamline online enrollment for thousands of clients, complete with integrations to Adobe Sign, Salesforce, Dropbox, Analytics, and MailChimp.
- Redesigned corporate website with new branding, content, graphics, lead generation tools, and improved navigation.

**Marketing Communications Manager**, 2016 - 2017  
ID Analytics / LifeLock, San Diego, CA

Responsible for driving marketing communications projects to generate new leads, develop thought leadership and increase brand awareness for a leading identity verification platform.

- Coordinated annual tradeshow calendar, speaker support, promo items, raffles, email campaigns, and special events.
- Managed Social Media for brand awareness, lead generation and thought leadership through posts and advertising.

## TECHNICAL SKILLS

Microsoft Office Professional  
Photoshop, Illustrator, InDesign  
PC & MAC Environments  
Klaviyo, Listrak, MailChimp Email  
Shopify & Magento E-commerce  
HubSpot, Salesforce.com  
Facebook, Instagram, Twitter  
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 Consultant**, 2015 - present  
StacyBrownMarketing.com, Carlsbad, CA

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

**Marketing Communications Director**, 2013 - 2015  
PayLease (now Zego), San Diego, CA

Responsible for managing the Marketing Communications and Event Marketing teams to drive revenue, generate new leads, develop thought leadership for a leading SaaS \$40MM platform.

- Spearheaded Online Reputation Management program
- Developed Social and Blog strategy for brand awareness, lead generation and thought leadership.
- Responsible for website overhaul to WordPress environment. Managed staff for design, development and content creation.

**Marketing Director**, 2011 - 2013  
EnvironmentalLights.com, San Diego, CA

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

- Managed agency developers to customize Magento enterprise E-commerce platform for retail website.
- Developed Listrak marketing automation program to generate over \$1MM revenue in first year from website.
- Coordinated \$500K agency ad budget for Google PPC, Remarketing & PLA campaigns.
- Initiated social media program to grow 20,000+ followers.
- Wrote all blogs, collateral, case studies & product content.

**Marketing Project Manager**, 2005 - 2011  
CoreLogic, Poway, CA

Managed marketing communications for \$130MM business group, including multi-channel marketing plans and project management.

- Executed annual tradeshow calendar, 20x20 exhibit space, customer appreciation events, \$200K budget and teams.
- Oversaw a \$500K annual budget to complete 200+ emails, direct marketing, print advertising and partner promotion.
- Developed social media program for Facebook and Twitter.

**Marketing Communications Specialist**, 2003 - 2005  
BASF Construction Chemicals, Minneapolis, MN

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