

## Summary

Forward-thinking marketing professional offering a unique combination of creativity and analytical skill with the ability to assess both vantage points simultaneously for an effective balance of visual nuance and sound business decisions which are easily transferable into a variety of positions.

## Education

### Virginia Tech

BS, Business Information Technology, 1999 - 2003

## Skills

### Mac "wiz" and fluent on PC

### Advanced Know How in Business Software

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Sales Force Automation
- Cloud based CRM/Database Expertise

### Graphics Design/Web Development Expertise

- HTML/CSS/XHTML
- Adobe Dreamweaver
- Adobe InDesign
- Adobe Illustrator
- Adobe PhotoShop

### Strong Organization and Multitasking Skills

- OmniOutliner Idea Organizer
- MindManager MindMapping

### Lead Generation and Nurturing Strategy

- Drip Marketing Implementation
- Online Form Lead Capture
- Utilizing Social Media Platforms

### Organic and Paid Search Optimization

- Google Adwords
- Web Traffic Analysis with Google Analytics
- Key Word/Phrase Discovery
- Lead Conversion Optimization
- MicroSite Creation
- Link Building

## Recent Freelance Web Work

<http://www.higherhandsmusic.com/>

<http://www.jitjustintime.com/>

<http://www.goballycastle.com>

<http://www.irishphotostore.com/>

## Experience

### Marketing Manager for Software Company

triCerat Inc. / Columbia, MD

1/2007 - Present

- Responsible for generating, nurturing, and delivering sales-ready leads in a complex sales cycle via cloud-based CRM.
- Coordinate email marketing strategy, including planning, implementing, and executing targeted drip marketing campaigns to segmented groups in CRM database. Other email efforts include executing quarterly customer newsletter, quarterly partner newsletter, event invites, and post-event follow ups.
- Manager of pay-per-click advertising and organic SEO efforts.
- Work with sales team to ensure data integrity, visibility, and intelligence during all stages of the sales cycle.
- Various technical web master duties include creating web forms that feed to CRM for sales team to follow up with, scripting for web forms, maintaining license activation server, posting downloadable software packages to servers for delivery to site registrants.
- Posting assets such as blogs, search engine landing pages, new product pages, support documents, and whitepapers to website.
- Responsible for PHP to Drupal site migration. Responsible for Drupal to NetSuite site migration. Responsible for managing company's entire site redesign/rebranding project.
- Conduct web traffic analysis, reporting results, and taking action on intelligence to optimize traffic conversion rate and increase gross web traffic conversions
- Graphics producer for Marketing Collateral, Trade Show Booth Artwork, Email Templates, New Product Logo's, Banner Ads, and more.
- Database mining to analyze past performance for all business functions and make recommendations to help lower performing areas.

### Sales Manager for Software Company

triCerat Inc. / Columbia, MD

2/2005 - 12/2006

- Call sales ready leads to discover issues prospects are having, impact to their business, and explain the features, uses, and benefits of our product.
- Develop a good rapport with the customers and ensure they receive great service, both during the sales cycle as well as post sales cycle.
- Deliver pipeline reports and make accurate monthly forecasts.

### Title Resolution Specialist

Fountainhead Title Group

7/2003 - 1/2005

- Worked on a team of eight specialists researching and resolving any problems that may arise during the house title insurance process. This job developed my customer service, team work, and problem solving skills.