# Overview

I am a marketing executive with over ten years of professional experience, encompassing qualitative & quantitative research, strategic planning, media planning & buying, creative development, interactive marketing, database /direct-marketing and public relations. My most recent position at Sleep Apnea Treatment Centers of America (SATCOA) has been focused on executing holistic marketing strategies and campaigns to increase and further develop the brand, brand image, productivity and revenue while streamlining franchise operations. I effectively managed the SATCOA brand in 10 markets increasing profitability, brand reach and advertising effectiveness. Through my oversight of each facility, operational management and marketing strategies, the franchises saw substantial revenue and profitability increases that outperformed goals based on marketability.

# Experience

## Sleep Apnea Treatment Centers of America – Director of Marketing September 2013 – Present

* Appointed to lead the entire sales and marketing function by fulfilling the goals of a metric centric system.
* Tripled customer volume and grew from five facilities to ten in one year.
* Led the development and implementation of annual marketing plans that increased overall revenue from $1.8m to $3.9m in one year.
* Planed designed and implemented five consumer facing websites and two business-to-business websites.
* Planned, created and implemented an annual marketing budget of nearly a million dollars, including the following mediums: TV, Radio, Print, Digital CPC, Online Display, and other local media partnerships.
* Managed the communications staff, creative staff, one traffic manager, one seo/sem specialist, one analyst and worked in tandem with patient coordinators, medical staff and outside vendors.
* Oversaw all advertising campaigns and marketing material to build a consistent message and image across multiple brands and facilities.
* Managed and maintained the Customer Relationship Management (CRM) system for all marketing campaigns, lead tracking and sales management, as well as Marketing Automation Software (MAS) for email distribution, lead nurturing and reporting.
* Implemented procedures for Electronic Medical Records (EMR) system to work in tandem with marketing systems for full visibility throughout patient treatment process and result studies.
* Implemented successful community relations and government partnership plan.

## VectorLearning – Marketing and Multimedia Specialist November 2009 – September 2013

* Retained over 85 percent of customer base for company through development of successful marketing campaigns.
* Increased company customers and revenue base by 30 percent through development of mass email communications, advertising and brand awareness campaigns.
* As the team lead for the marketing department, managed daily operations, marketing campaigns and brand focus.
* Managed, developed, designed and maintained seven websites for VectorLearning companies.
* Managed, designed and maintained campaigns and strategies for four VectorLearning companies.
* Managed, directed, filmed and edited all video media for VectorLearning companies.
* Developed and produced all interactive multimedia applications for VectorLearning companies.
* Assisted in acquisition of two additional companies and successfully merged marketing teams and campaigns.

## Greenfield Daily Reporter – Online Media Manager March 2007 – November 2009

* Assisted in acquisition of the *Pendleton Times/Lapel Post* to the *Greenfield Daily Reporter*.
* Managed, designed and maintained five websites for the Daily Reporter and other Daily Reporter products.
* Managed, created and maintained all web-based advertising campaigns.
* Directed, developed and produced interactive media and applications.
* Managed, directed, filmed and edited all video media.

## Pendleton Times/Lapel Post – Director of Advertising October 2006 – February 2007

* Developed and designed all advertising for clients and *Pendleton Times/Lapel Post.*
* Increased revenue through new business development.
* Managed and successfully retained advertising accounts.
* Designed page layout for *Pendleton Times* and *Lapel Post.*
* Successfully upgraded the *Pendleton Times* and *Lapel Post* to a digital system.

# Education

## Ball State University 2001 – 2006 (Spring)

* B.S., Graphic Arts Management
* Minor Focus, Marketing
* Member of Graphic Arts Management

## Ivy Tech State College 1998 - 2001

* A.S., Construction Management
* Received Real Estate Sales Certificate

# Skills

**Management:**  
Proficient with CRM, MAS and EMR software.

**Media Buys and Negation:  
Media Purchased:** TV, Radio, Print, AdWords, Online Display.

**Web Design:**HTML, HTML 5, CSS, CSS 3, Java Script, Ajax, Flash, PHP, .NET, MySQL  
**Software:** Dreamweaver, Coda, Cappuccino, Text Edit

**SEO Optimization:**w3c web standards for optimization **Video Production and Photography:**Proficient with any professional or amateur equipment for photography and video production.

**Video Editing**  
**Editing Software:** Final Cut X, Final Cut Pro, Adobe Premier  
**Motion Graphic Software:** Motion, After Effects

**Graphic Design:**  
**Collateral designed in the past includes:** Logos, Billboards, Print Advertising, Web Advertising, Stationary, Slicks, Catalogs, Whitepapers, Trade Show Graphics, Banners, Vehicle Graphics and more…  
**Software:** Proficient with all Adobe software: Photoshop, Illustrator, InDesign, Lightroom etc.

**Product Management:**  
**Software:** TeamWork, Bootcamp, Asana, Microsoft Office

**Affiliations**

Trustee - Old Seminole Heights Neighborhood Association, Tampa Bay Technology Forum, Indiana National Guard (Veteran) and Graphic Arts Unlimited.