**OVERVIEW:**

**Senior marketing and communications leader with 20+ years of both agency and corporate experience in traditional and online channels**. Provides substantial savings in time and energy by beginning each task with the end in mind and never confusing strategy with tactics, or activity with progress. Inclusive, nurturing approach to management energizes those responsible for successful outcomes and encourages growth and autonomy through multiple levels of personnel.

**Creative hybrid talent includes extensive writing, graphic design and web experience,** which furthers leadership of creative teams and ground-up accountability for accuracy, clarity and first-rate campaign output. Agency ownership and corporate department management ensures mastery of budgeting, planning, and personnel procedures and accountability.

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**CORE COMPETENCIES:**

• **Writing & Design Skills**

- Brand & Identity

- Collateral & Packaging Development

- Press Releases & Features

- Blog Writing & Design

- Copyediting

- Print, broadcast & digital formats

• **Online and eCommerce Success**

- Web Design

- HTML, CSS, JAVA, PHP

- SEO (Natural & Paid Rankings)

- PPC and Affiliate Promotion

• **Social Media Expertise**

• **Strategic & Tactical Planing**

**• Staff & Department Management**

- Team Architecture & Design

- Hiring & Staffing

- Performance Development & Review

- Meeting & Communication Management

- Creative Direction & Planning

- Budget Planning & Management

• **Public Speaking and Training**

**• Media Planning and Buying**

**• Field and Telephone Sales**

**• Photography & Photo-Illustration**

**• Completely computer literate with manifold software and** **hardware competencies**

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**TEACHING & SPEAKING:**

**BlogTalk Radio**

• Motivation for the Entrepreneur

**Rexall Showcase International**

• Feature Speaker & National Trainer

• Business Presenter (Hong Kong & Taiwan)

**The Success Website**

• Webinar & Teleconference Presenter

**Communique Agency**

• Voice Over & Character Work

**PROFESSIONAL EXPERIENCE :**

**Semaphore Corp |** Vice President, Communications | 1995 - 2011

Developed and directed a highly-profitable, virtually-staffed marketing-driven agency to meet the needs of a select group of clients. In addition to new business presentations and ongoing client management, responsibilities included managing press relations, extensive copywriting and design as well as active social media engagement. I also led an outsourcing team of U.S., Canadian, Indian and Filipino support staff made up of graphic and web designers, web programmers, art production people and web site maintenance (SEO, content management, affiliate management tasks) personnel.

• Grew agency sales from $65k to $450k annually utilizing low-overhead, outsourcing staffing model.

• Developed successful real estate marketing-rescue system for luxury condominium developers in

Dallas, Austin, San Antonio & South Padre Island, Texas whose pre-sales budgets had been spent.

Using a proprietary triage grid and solution generator, this system maintained existing ATL efforts

at a lower-cost threshold, enabling discovery of market-specific guerilla or online opportunities

to promote product, developer, key sales agents, suppliers (designers, architects, landscapers and

construction entities) and prospect/customer "bell cows" to drive sales for stalled projects in over-built   
 markets

• Introduced and expanded online BTL business operations, driving development of B2B and consumer-

specific "independent" webzines, blogs, social media & webinar offerings. Media properties developed

in-house served client PR branding and sales initiatives and created ready vehicle for dissemination of

updates and feature stories to compliment natural search ranking efforts and online new-release   
 campaigns

• Co-produced a third-party auto-response system for building client-specific audience databases

for ongoing direct marketing communications, cross- and up-sell offers and referral incentive offers.

• Created, designed, wrote and directed content and affiliate relationships for above "independent"

sites to create ongoing profit centers ( $60-75k annually) separate from client revenues. Sites'   
 programming

accommodated ad revenues and affiliate product offerings from Google, Yahoo, Microsoft, ClickBank,

LinkShare and Azoogle

**The Success Website |** Chief Operating Officer | 1997 - 2001

Created (w/ two partners) and managed day-to-day operations for the web's first online personal success training company with over 100,000 members in 33 countries. As COO of a start-up, personally developed the company brand, including all graphical and navigational grids for both the visitor and member areas of the web site. Wrote all copy for visitor and member areas and hosted weekly voip sales conferences and implemented a weekly eNews system for pushing out content and affiliate updates.

• Instrumental in shepherding company from start-up to $1.4mm revenues.

• Coordinated and recruited an international roster of contributing authors and advisors in the health/wellness,

personal-finance, and personal-growth categories to act as online content providers and speakers

• Co-developed an online resource and store for affiliate authors' and speakers' merchandise, marketing

to a narrowly-targeted, highly-responsive audience of fans, followers and opt-in buyers. This model helped

shape early discussions on online audience purchase/trust/opt-in modeling.

• Co-created company standards for online voip teleconferences, video and streaming audio educational,

entertainment and sales-oriented presentations

• Co-authored affiliate/membership compensation plan (7-tiered bi-level) to enable members to couple their

content membership w/ a multi-level, personal-referral income. At its peak, the Success Website had one

of the highest payouts in the direct marketing industry.

**Rexall Showcase International |** Independent Agent. National/Regional Trainer | 1994-1997

Independent agent and trainer for international health and supplement marketer subsidiary of Rexall Drugs.

• Took independent distributorship from part-time to full-time business with $170,000 mo. sales volume

• Grew Dallas/Fort Worth market from $200k to $1.75 mm monthly sales volume via planning, speaking   
 and coordinating biweekly training and sales presentations

• Speaker and Trainer for audiences of 20 to 3,900, hosting, scripting and delivering sales presentations,

business-development and goal-setting-attainment trainings

• Assisted in opening of new markets in Hong Kong, Taiwan (Taipei and Taichung) and Tokyo, Japan by

coordinating travel/speaker schedules, translation of English-language materials for Mandarin, Cantonese

and Japanese speakers, translators and audiences, hosting of international conference-call trainings, and

development of bilingual sales web sites.

• Served on the company's Internet feasibility task force for enhancing direct sales efforts via online   
 marketing.

**Nest Entertainment |** Creative Director | 1993-1995

Director of in-house marketing/design/advertising agency for animated feature film company and

subsidiary marketing arm, Family Entertainment Inc. Hired and managed a staff of 8 designers and writers in creative department and oversaw budgets, corporate communications, packaging, product development and ATL & BTL marketing material development for all divisions.

• Tasked with coordinating the Creative Dept. workflow w/ team of six marketing managers, I

reduced delivery timelines by 20% (8 days avg) and hourly expenses by roughly $18,000 annually

by revamping vertical management reporting and coordination system to enable direct/team

reporting and coordination between departments

• Printing budgets were trimmed 18%, and procurement/accounting staff hours

reduced an average of 6 hours weekly. Revamped workflow of all print materials and sheet and web

press runs for company collateral, packaging and products, cutting number of vendors by 60% and

consolidating printing related travel to 4 states from 9.

• Elevated design profile of marketing and product packaging materials, earning department the

Nest President's Achievement department award three-years running.

• Hand-picked to serve on feature-film marketing task force, resulting in partnership with Time Warner

to distribute feature-length animated film, "The Swan Princess" in U.S. theatrical release, and

follow-up infomercial sales campaign.

**Sullivan Group |** Principal | 1987 - 1993

Launched boutique ad/design firm Dallas, despite economic malaise in oil and real estate sectors. While focusing on higher-design standards, implemented a loss-leadership pricing strategy in addition to a heavy pro-bono project load to rapidly build contact list and portfolio. Staff of five serviced real estate, non-profits, fashion/hair salons, infomercial products, automobile dealers, annual reports and corporate identity project clients.

• Pioneered digital prepress and printing techniques using early Apple Macintosh Sun, Isis systems in   
 conjunction with offset printers in Texas, Washington and Oklahoma.

• Initiated a designer-management training program to assist graphic designers with owner/

freelance aspirations in understanding agency machinations such as client presentations,

accounting overviews, freelance/resource aggregation, and client service communication.

This resulted in 4 new agencies/practices spawning from Sullivan Group.

• Established the 23-point SG System for pre-press and press-checking/proofing sheet-fed runs

that resulted in 60% drop in error/correction press charges to clients (and agency), and saved

significant downtime during press checks.

• Designed NIMA award-winning package design for successful launch of TopsyTail™ informercial

product line and TAITRA Award for ZipSip™ organic juices

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**ADDITIONAL EXPERIENCE: Pacific Realty** | Assistant Marketing Director | 1985 – 1987 **| JohnsonSullivan** – 1986-1987 | **Information Bureau Inc.** - 1983-1985 | **Communique -** 1982-1983 | **USA Records** 1982 **| Argus Communications** 1981-1982

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**EDUCATION & AFFILIATIONS:**

**Drake University | BS Public Relations | Drake University D Club (Track & Cross Country)**

American Institute of Graphic Artists | One Club of New York | Dallas Society of Visual Communications | Public Relations Society of America | Women in Communications | Dallas Chamber of Commerce | Arlington Chamber of Commerce | Toastmasters International | North Arlington Little League Board | Kiwanis International | Rotary Club of Taipei | Wine Bloggers | TED | SXSW | Archimedes Lever Board of Advisors | The Family Place | Aids Resource Center | DIFFA | Autism Treatment Center