

## OBJECTIVE

A senior position in Marketing and Communications focusing on creative marketing, brand development, online reach, and compelling marketing programs that exceed organizational goals.

## PROFILE

Marketing Communications professional with an extensive background in creative team management, online and print marketing campaigns, sales tools design and development, brand management, web usability and design, SEO/SEM, vendor/agency management, and marketing writing and editing.

## PROFESSIONAL EXPERIENCE

### Varolii Corporation

*May 2007 to Present*

#### Director, Marketing Communications

*Seattle, WA*

Responsible for the corporate website, the Varolii brand, all market-facing materials and the management of an in-house creative and web development team.

### Senior Marketing Communications Manager

*April 2004 to May 2007*

Responsible for creating compelling marketing and sales materials, implementing an online strategy, supporting sales opportunities, and generating sales leads.

#### Responsibilities:

- Oversee and assist in conception and creation of overall brand strategy, corporate messaging and direct marketing campaigns (including direct mail, webinars, and e-mail marketing)
- Manage company online strategy, including website, intranet and SEO/SEM
- Concept and manage integrated advertising campaigns (online and print)
- Create a range of marketing & sales materials, including sales sheets, company brochures, case studies, advertisements, sales presentations, and proposals – in multiple mediums (print, online, audio, interactive demo, and video)

#### Achievements:

- Successfully managed company re-brand from PAR3 Communications to Varolii Corporation. This included development of a comprehensive re-brand strategy, all new corporate design, messaging, positioning, mission and vision statements, web redesign, and conversion of all existing materials. The full re-brand was completed in-house, on time and under budget.
- Helped grow Varolii from a 50-FTE startup to 320-FTE/\$80M company
- Created all brand styles, standards and templates
- Implemented online marketing strategies that included integrated email campaigns, SEM campaigns, and web videos and demos
- Created consistent increase in website metrics, including in one quarter: 32% increase in site traffic, 24% increase in pages per visit, 15% increase in average time on site, 12% increase in conversions, and 9% decrease in bounce rates
- Directed five corporate website re-launches, including new content, architecture, and design
- Designed and developed standards and templates for all company materials
- Developed a program to conduct on-camera interviews with a variety of customers, capturing positive testimonials for sales and marketing presentations
- Managed the development and promotion of a new company Intranet site

## OVERVIEW OF SKILLS

- Design Team / Creative Management
- SEO / SEM
- Online Marketing Strategy
- Web Lead Generation
- Web Content Management
- Interactive Demo Development
- Direct Marketing Campaign Development
- Online and Print Advertising
- Marketing/Sales Tools Development
- Graphic Design and Page Layout
- Tradeshow and Events Promotion
- Agency/Vendor Relations

## EDUCATION

### University of Washington – 2005

MA - Communications in Digital Media

GPA – 4.0

### Metro State College of Denver – 2000

BA - Technical Communications / Journalism

Graduate - Summa Cum Laude

## PROFESSIONAL AFFILIATIONS

- Brand 3.0
- Online Marketing Professionals
- Direct Marketing Association
- Golden Key Honor Society
- Society for Marketing Professional Services

## COMPUTER EXPERIENCE

Proficient on Windows, Macintosh

**Expert:** MS Word, PowerPoint, Visio and Excel • Quark Xpress • Adobe InDesign • Dreamweaver

**Proficient:** Adobe Photoshop • Adobe Illustrator • Adobe GoLive • Adobe Image Ready • MS Publisher • HTML • MS Front Page • Corel Draw • Camtasia

**Parsons Brinckerhoff, Inc.**  
**Marketing and Graphics Project Manager**

*April 2001 to April 2004*  
*Seattle, WA*

Managed a graphic design and production team. Responsible for development of marketing collateral, client proposals and presentations, and project team web sites. Worked closely with senior engineering and executive teams to compose, edit and produce a variety of client materials, including professional reports, newsletters, and visual communications material.

**Responsibilities:**

- Designed, wrote and developed large proposals for strategic business pursuits
- Developed a range of marketing collateral materials, including brochures, advertisements, presentations and proposals
- Worked with industry publications to develop media exposure
- Facilitated project team web sites
- Coordinated with partner firms in pursuing large business opportunities
- Designed visual communications for client and public meetings

**Achievements:**

- Created materials and strategies that led to multi-million dollar strategic business wins in Denver, San Francisco and Seattle
- Promoted to manage newly established graphic design and technical editing team
- Requested by clients to provide services on public projects
- Developed an office-wide style guide

**Fujitsu Consulting (formerly DMR Consulting)**  
**Corporate Communications Lead**

*March 1999 to April 2001*  
*Denver, CO*

Internal Corporate Communications Lead for Fujitsu Consulting's Western US region, which included eight offices in five states. Responsibilities included ensuring that all region employees were consistently informed of the organization's initiatives and strategies, acting as the liaison for the corporate entity, and organizing corporate events.

*April 1998 to March 1999*  
*Denver, CO / Bellevue, WA*

**Communications Specialist / Technical Writer**

Worked as an on-site engagement consultant for three of Fujitsu Consulting's major clients (Qwest, Boeing, and Pacific Bell). Responsibilities included managing the communications for a company-wide software product rollout, developing communication plans, writing various systems and training guides, researching and documenting system interfaces, writing informative articles for varying audiences, and creating materials for educational forums.

*March 1996 to April 1998*  
*San Francisco, CA / Bellevue, WA*

**Marketing Projects Manager**

Working closely with sales, IT, and senior executive teams, identified opportunities through client research, and created presentations and marketing collateral. Also composed, edited and produced client proposals for organizations in a variety of industries, including telecommunications, manufacturing, information technology and healthcare.

**Responsibilities:**

- Developed & implemented comprehensive communications plans
- Designed and produced informative communication brochures, guides and reference documents
- Composed and managed web-based news articles that supported communications plans
- Designed presentations for large-forum educational sessions
- Produced a region-wide weekly print and e-mail newsletter
- Wrote and distributed company announcements
- Developed a database forum for internal information share

**Achievements:**

- Promoted from Technical Writer to Communications Lead for entire Western US Region
- Developed and implemented communications plans for internal organization and large client
- Received "Outstanding Consultant" award based on client recommendations
- Created a system guide for Qwest, which included existing system interface research, system documentation, and production of visual diagrams for their most prolific customer tracking system

**Skyway Freight Systems, Inc.**  
**Technical Writer and Marketing Assistant**

*September 1995 – March 1996*  
*Watsonville, CA*

Technical Writer and Marketing Assistant for this freight logistics company owned by Union Pacific. Working closely with engineering and systems development, helped to create user guides and process manuals for the company's freight tracking system. Also contributed to the composition and production of numerous client proposals and presentations.

***Responsibilities:***

- Technical writing and editing
- Systems documentation
- Proposal and presentation development
- Process research and documentation

***Achievements:***

- Designed, composed and produced process documentation for a company-wide transportation process manual
- Completed the research and documentation for several client logistic processes, aiding in a streamlined process for large vendor transportation and return programs
- Developed and implemented several Lotus Notes databases to enable more effective communication between employees in the field and in other various locations.

**Rocky Mountain Consultants**  
**Administrative Assistant**

*March 1993 – June 1995*  
*Denver, CO*

Produced various proposals and engineering specification manuals. Also acted as research assistant to field engineers in collecting data for environmental studies.

**United States Air Force**  
**Tactical Aircraft Maintenance Technician**

*November 1989 – November 1992*  
*Hahn Air Base Germany; Nellis Air Force Base, Nevada*

Responsible for all pre-flight and post-flight safety inspections, functional checks, and preventative maintenance on tactical aircraft and installed equipment. Also responsible for maintenance data collection, aircraft documentation, and the supervision of other aircraft maintenance technicians.

***Responsibilities:***

- Tactical aircraft maintenance and inspection
- Aircraft maintenance crew & team management
- Data collection and documentation
- Tactical operations planning and execution

***Achievements:***

- Received numerous meritorious awards for service, including the Air Force Commendation Medal, Air Force Achievement Medal, Meritorious Unit Award, Good Conduct Medal, and the Kuwait Liberation Medal
- Received Air Force Honor Graduate for technical training
- Veteran of Operation Desert Shield, Desert Storm and Operation Provide Comfort.