



Syn•er•gist – an agent that increases the effectiveness of something else.

Summary

Creative, solution-oriented, budget-minded instrument of change skilled in current trends and technology seeks empowered position that will add value. Accustomed to doing what needs to be done in order to conclude a successful solution.

- Proposed and drove corporate video conferencing system implementation resulting in an estimated annual travel expense savings of \$15,000 (2011).
- Drove YOY revenue increases of 200% in government-regulated industry (2004-2007).
- Proposal manager on JV team that won a \$100,000,000 government project (2008).
- Drove YOY revenue increase 59% for luxury product in a challenging economy (2002).
- Key player in designing and marketing intranet that encompassed 400 pages pulling from multiple databases across several servers and resulted in 75% usage in less than 3 months (2001).

Special Skills

Extensive experience in B2B and B2C marketing on local, national and international levels in both private and public sectors has allowed me to hone the following skills:

- Adapatability – able to learn and implement new skills and knowledge on-the-fly.
- Leadership – of on-site, ad-hoc, virtual teams ranging in size from 2 – 12.
- Management – team and project management certificates in 2011 combined with experience optimizing resources to meet financial and business goals.
- Creation – marketing collateral, training documentation, Internet presence & presentations which consistently enjoy extensive internal/external usage & positive reception.
- Experimentation – relentless probing for new marketing methods and trends.

Employment History

MarCom Specialist – Acme Manufacturing, Denver, CO (2011 - present)

- Coordinates establishment and maintenance of corporate identity, branding, market expansion and development, and all supporting collateral efforts. Develops and manages marketing and creative budget for nine divisions.

Marketing Manager – Interstate Highway Construction, Centennial, CO (2004 - 2011)

- *Marketing Manager* – Polycon: an IHC subsidiary (2004 - 2007)

Sr. Graphic Designer – TruStile Doors, Denver, CO (2001 - 2003)

Sr. Graphic Designer – RSA Insurance Group, Englewood, CO (1999 - 2000)

Education

M.S. Marketing – University of Colorado; Denver, CO (2004)

B.A. Information Design for Modern Media – Metropolitan State College; Denver, CO (2001)

A.A. English – Arapahoe Community College (1996)

Certificates

Google AdWords (2011) – Google.com

Project Management for Non-Project Managers, Managing Organizational Change, Making Teams Work, Brand Management for Social Media (2011) ~ Robert Half International

Computer Skills

- Software: Adobe Creative Suite, Microsoft Office Suite, CMS (Joomla, Drupal, etc.), Director, Project, RecordPad, WavePad
- Environment: Mac, PC.
- Programming: CSS3, DHTML, HTML5, JavaScript, JQuery, SQL, Visual Basic, VBScript, XHTML, XML

Additional Information

- Douglas County Libraries Adult Literacy Program Volunteer
- GLBTQ Mentor
- ASPCA Member
- Denver Center for the Performing Arts Supporter
- Food Bank of the Rockies Supporter

