

Creative and analytical marketing leader with 20+ years of experience driving brand growth through strategic marketing, design, and storytelling. Expert in crafting data-driven, visually compelling campaigns that boost engagement, increase conversions, and elevate brand presence. Proven ability to lead high-performing teams across diverse sectors.

## PROFESSIONAL EXPERIENCE

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### THE FAE GROUP ADVERTISING AGENCY

**Remote**

#### Founder & Creative Marketing Director

**2002-Present**

- Successfully built and manage a high-performing agency catering to passion-driven small to midsize businesses, non-profits, wellness, hospitality, and CPG clients, achieving a 100% client satisfaction rate.
- Oversee all aspects of operations, including client acquisition, account management, strategic planning, budgeting, performance analysis, design, and client relations while ensuring clear and effective communication.
- Develop and implement omnichannel marketing campaigns while managing and optimizing social platforms.
- Consistently deliver innovative graphic design solutions, persuasive marketing content, and impactful social media strategies that surpass client expectations and drive measurable results, leading to improved client KPIs and growth.

### MEDIAGENIX

**Remote**

#### Global Marketing & Event Manager

**2023-2025**

- Spearheaded localization of marketing strategies for the U.S., Latin America, and Canada, managing budgets, PR, creative, social, events, and CRM—doubling event engagement in one year and increasing lead conversions.
- Managed the creative development of integrated omnichannel marketing campaigns, ensuring cohesive alignment across platforms for an international SaaS company.
- Oversaw online presence, website, social media, webinars, events, PR, collateral, presentations, and digital advertising.
- Led product marketing and event management for international and national trade shows; creative graphic design for events, website, email campaigns, signage, digital media, social media, GTM materials, and presentations.

### CONVERGEONE

**Remote**

#### Marketing & Graphic Design Manager

**2021-2023**

- Executed comprehensive digital marketing strategies, including content creation, distribution, and optimization.
- Led the innovation and optimization of webinar operations, tripling audience engagement in three months.
- Created compelling event collateral for national events enhancing brand presence and attendee engagement.
- Developed high-impact brand assets, including logos, internal communications, sales sheets, GTM marketing materials, and presentations, aligning with company-wide strategic initiatives to enhance brand recognition.
- Redesigned website pages, resulting in higher user engagement, increased website traffic, and improved time on site.

### TRADITIONS OF AMERICA REAL ESTATE & HOSPITALITY

**MALVERN, PA/Remote**

#### Marketing Director

**2010-2019**

- Managed \$3M marketing budget, 10-person team, and vendors to execute award-winning omnichannel campaigns.
- Increased new home closings by 89% within one year by optimizing digital strategy, PPC, SEO, and social campaigns.
- Designed and executed high-impact events with a 98% home sale closing rate, contributing to 50+ national awards.
- Recognized with three promotions in five years for driving exceptional performance and leadership.
- Led mobile-first website redesign with enhanced UX and interactivity, increasing mobile conversions by 105%.
- Designed and fabricated welcome centers, design studios, and clubhouses, enhancing client hospitality experiences.

## EDUCATION

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### BLOOMSBURG UNIVERSITY

*Bachelor of Arts, Marketing*

**Bloomsburg, PA**

**2000-2003**

### MARYLAND INSTITUTE COLLEGE OF ART

*Graphic Design Certificate*

**Baltimore, MD**

**2003-2004**

### PENN STATE UNIVERSITY

*Web Design Certificate*

**Great Valley, PA**

**2004-2005**

## ADDITIONAL INFORMATION

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- Technical Skills: Adobe Creative Suite, Canva, CMS, Google Analytics, Hubspot, Jira, Asana, Teams, Dynamics, etc
- Certifications: RYT 200 Kunga Yoga Certified Teacher and Lifestyle Meditation Teacher