

Marketing Director, SunSource Homes, 2017-Dec. 2019

Oversaw and executed all communications and marketing channels; campaign creation and execution; KPI-driven strategy and reporting. Managed and trained marketing, customer experience and inbound sales teams. Oversaw and optimized PPC and email campaigns, print, events.

- Messaging strategy and content to promote the value of solar for lead generation and nurturing.
- Implemented HubSpot to integrate customer information across marketing, sales, operations, and ongoing relations. Set up pipelines, workflows and automated communications to improve the customer journey.
- Measured and reported on KPIs and productivity.
- Spearheaded customer care measurement. Developed communications and procedural improvements.

Freelance and Volunteer, 2006-Present

Digital and print design, website development, branding, copy writing, social media strategy and execution, newsletters, email marketing, fundraiser oversight and execution, educational curriculum and program development.

Freelance clients include: The Grump Meter, Dairy Farmers of America, Longview Mansion, The Portable Chef, oogly, The Kansas City Star, Palmer Electric, KC Hospitalists, Kansas City University and others.

- Bi-weekly columnist for *The Kansas City Star*.
- Co-wrote and designed *The Grump Meter Workbook*,
- Created *The Society of Seasonal Secretkeepers*.

Marketing, Stonebridge Outdoor, 2014-2017

Marketing for a premiere outdoor design and landscaping company. Print, social media, website, email marketing, copywriting, special projects.

Contractor, Kansas City University (KCU), 2013-Present

Print and digital design, newsletter management, website content management, copy writing, special projects.

Print and Digital Assets Manager, Trabon, 1995-2006

Marketing intranet management for Applebee's, customer help desk, graphic design, proofreading, instructional documentation, training, digital prepress, design.

Sr. Manager, HireKnowledge, Phila., PA 1997-1999

Screened and interviewed employees for creative staffing agency. Managed office staff of 5.

expertise

MARKETING

- Campaign Development
Search / Social / Drip / Print
- PPC Ad Management
Search / Social / Display
- Content Strategy
- Lead Generation and Nurturing
- Automated Marketing
- B2B and B2C
- Event Management

ANALYTICS

- Analyze and Report Data
- Identify and Track KPIs
- Budget and Ad Optimization

COMMUNICATIONS

- Writing
Copy / Journalistic / Technical / Story
- Design
Web / Print / Video / Branding
- Instructional and Documentation
- Presentations / Webinars

LEADERSHIP

- Team Management/Mentorship
- Training
- Process Evaluation and Improvements
- Implement Efficiencies

CUSTOMER EXPERIENCE

- Customer Loyalty Measurement
- Pain Point Management
- Customer Journey Optimization
- Communications Strategy

SOFTWARE and PLATFORMS

- Adobe Creative Suite
Illustrator / Photoshop / InDesign / Premiere / and more
- Microsoft Office Suite
- HubSpot
- HTML and CSS
- and many, many more...

education Bachelor of Arts, University of Missouri-Kansas City, 1994, Studied English and Spanish

Google AdWords and Analytics Academy, HubSpot Sales and Marketing certifications, Extended, one-on-one consultation programs with Google AdWords, Facebook advertising and HubSpot.