

*Strategic, creative and digitally-oriented marketing communications manager with more than 10 years experience bringing brands and products to new customers around the world, and managing agencies and teams to measure reach and maximize channel impact.*

## Current Position

2016-present  
Denver, CO

### Quisk, Director of Marketing

Head of marketing, brand, and design for an innovative Fintech startup dedicated to bringing financial inclusion to banks and governments across the developing world, via a cloud-based and tokenized mobile money platform designed for the 2 billion people without access to financial services or savings accounts today.

:: Responsible for successful product launches in Jamaica and UAE in 2016

## Experience

2014-2015  
Denver, CO

### INTELIVIDEO, Director of Marketing

Led all marketing communications and brand strategy for a SaaS company delivering to small businesses, manufacturers, and media companies in multiple verticals; Responsible for company-wide rebranding and launch, product management and sales collateral, customer as well as client experience, design and aesthetics, and the rapid growth of an early stage tech startup.

:: Managed revenue growth from a few thousand dollars through \$3MM annually in less than 12 months, with sales and delivery to over 180 countries of 11,000 titles and 68,000 files for clients ranging from The Church of Latter Day Saints and Milner-Fenwick healthcare to global brands like Tapout and the UFC

:: As a member of the executive team, developed an impactful and brand-first messaging campaign and marketing strategy to meet performance targets, presenting quarterly results and initiatives to the board and shareholders and leveraging channel insights to optimize lead generation and product copy.

:: Performed in-depth analysis of marketing channels and campaigns, leveraging client feedback to optimize spend, triple CTR, and lift MQLs 43%

2013-2014  
St. Paul, MN

### 3M, Global Digital Marketing Lead

Led a cross-functional team to design, develop, launch and test the first fully adaptive website in the company, meeting the needs of customers in over a dozen countries while localizing content and product on a single platform, 3M Fusion, the foundation of the 3M.com web presence today.

:: Customer satisfaction scores improved from 55 to 80+; Competitive share increased from 12% to 67%; Page 1 organic search ranking for 70% of core portfolio terms; 22% increase in customer search success; 5X lead growth

:: Drove social, e-commerce, app development, and marketing automation initiatives in 25 countries for 3M's Industrial Group, a \$36B global business

## SKILLS

### GENERAL

Communications  
brand development  
data analytics  
public relations  
coaching & training  
new business dev.  
agency mgmt.  
finance & budgets  
strategic plan  
event marketing  
globalization  
comp. benchmarking  
M&A

### LEAD GENERATION

paid & organic search  
email marketing  
social media mgmt.  
display optimization  
B2B and B2C

### ONLINE

web development  
graphic design  
content strategy  
e-commerce  
CSS, HTML, .js  
page optimization  
interactive marketing  
UX Design

### PRODUCT

product marketing  
development pipeline  
new product launch  
category mgmt.  
app development

### COMMUNICATIONS

copywriting  
public speaking  
client engagement

## 3M, Global Digital Marketing Specialist

2012-2013

Designed and launched the first 5 mobile websites in the company, for the Advanced Materials, Defense, Auto, Tapes, and Abrasive divisions, along with the first mobile Where-To-Buy, search, and Endeca catalog implementations.

- :: Responsible for global digital strategy development, including blueprinting mobile web, content, and e-commerce strategies, conceptualizing and developing new sites and applications, executing demand generation campaigns, and driving high visibility, market-centric initiatives for new digital platforms under development across the business
- :: Global Marketing Excellence Award Finalist, "Optimized User Experience and Path to Purchase"
- :: Global Marketing Excellence Award Regional/Business Winner, "3MDefense Integrated Mktg. Campaign"

## 3M, Global Marketing Supervisor

2011-2012

Data-driven portfolio management of energy efficient lighting products in the retail and commercial space, including the industry-leading Sun Gun II.

- :: Utilized pugh matrix, gantt chart, and focus group testing to accelerate launch timeline by approximately five months, managing vendor shortages and international channel conflicts to finish 15% above plan globally, with year on year US growth of 18% and bottom line increases of 24%

## 3M, New Business Development Manager

2010-2011

An intra-preneurial position guiding successful new growth venture and M&A opportunities through an internal venture capital process, 3M NBV.

- :: Built successful business plan, regulatory strategy, and commercialization proposal to win funding for an multi-million dollar acquisition bringing robotic automation technologies to emerging markets
- :: Business Lead on 3M's Innovation Team, completing a process audit and inventory analysis to establish new operational workflows and sales cycle to drive growth of 3M's innovative Smart Shelving system

## 3M, Account Representative

2006-2010  
Los Angeles, CA

Managed a \$20.5MM business to 7.5% YoY growth over three and a half years in a difficult economy. Finished at 106% of annual target in 2009 despite double digit market and industry downturns. Exceeded 12 of 14 quarterly sales goals via development of digital assets and customer loyalty programs.

- :: Collaborated with 3M MEA on sales training and development with key channel customers while based out of Dubai, UAE and Riyadh, Saudi Arabia
- :: Worked with 3M APAC BDM's and Sales Trainers to design a modular 3-week training curriculum to equip and train representatives in 70% less time than the existing US program
- :: Elected to the Sales Advisory Council, 2008-2010
- :: Sales Advisory Council Secretary, 2009

## CARRYON PR, Consumer Products Team Intern

Summer 2005  
Hollywood, CA

Agency experience creating and executing pitches, collateral, and video for global clients Symantec, Memorex, Nature Made, KB Home, J-Date, Johnny Rockets, General Cigar, Razor, and the Ansari X Prize.

- :: Produced, shot, edited and animated short Man-On-The-Street videos to help win new business pitches for ESPNmobile and LEGO

## Education

### PENN STATE UNIVERSITY

2004-2006  
State College, PA

Bachelor of Science in Marketing, Minor in Legal Environment of Business

:: GPA 3.48, Major GPA 3.75; Graduated Cum Laude; Deans List 7 of 8 semesters

:: Produced marketing campaigns for Penn State Football, Penn State Mens Rugby, Penn State Baseball, the Pittsburgh Pirates, Ford, Sony, Glaxo Smith Kline, Lion Radio, Nivea For Men, TV 21

:: Ralph H. Wherry Student Service Award, Annual award recognizing student leadership and volunteerism

## Leadership

### PENN STATE ALUMNI SOCIETY BOARD, Director-at-Large

2008-present  
State College, PA

Among 24 elected board members and 48 volunteers supporting the strategic direction of the college.

:: Founded Penn State Alumni Association group on linkedin, the largest online network of Penn Staters and one of the largest alumni groups in the world, with over 70,000 members

### EDGE OF SEVEN, Board of Directors

2014-present  
Denver, CO

Web development and fundraising for a non-profit working to improve access to education, health, and economic opportunities for girls, women, and rural communities across the globe.

## Volunteerism

:: COURAGE CENTER, Disabled Ski Instructor

:: ST. MATTHEWS CHURCH, Food Bank Organizer

:: UNITED WAY, 3M Team Africa

:: CHEER FOR CHILDREN, Toy Drive Wrap Event Chair

:: JUNIOR ACHIEVEMENT, Economics Teacher

:: DISTRICT DEL SOL, 3M Corporate Organizer

## Entrepreneurship

### THE AURORA PROJECT, Founder and Chief Product Officer

2007-2009  
Los Angeles, CA

Tabster is a working, game-based mobile electronic payments application for splitting bills and checks.

:: Submitted Android SDK beta to Google's ADC1, finishing 71st out of 1,788 participants from 70 countries

### VINTRO LLC, Founder

2004-2006  
State College, PA

Developed a working beta of an RFID-enabled wine-inventory management software system.

:: Completed inventory analysis for Zolas Bistro, an independently-owned, award winning local restaurant and the Nittany Lion Inn before the project was halted for failing to meet time and cost targets

## Public Speaking

:: DON'T REST ON THE SEVENTH DAY, Penn State University, University of Pittsburgh

2014

:: THE ART OF SELLING, Penn State University Graduate School of Business

2013

:: STRATEGIC INNOVATION & LEAD USER RESEARCH, UC Irvine Graduate School of Business

2011