

## PROFILE

Successful marketing professional with more than 15 years of digital marketing and communications experience. Developing award-winning integrated marketing programs to achieve overall sales and marketing goals. A leader in digital campaign development and social media marketing, creating multi-channel solutions that drive business value.

## CORE COMPETENCIES

Digital marketing strategy	Digital paid media planning	Search engine marketing (SEM/SEO)
Brand development	Social media strategy & management	Email marketing
Campaign management	Website, mobile & app development	Digital and print design

## EXPERIENCE

### **W.R. Grace | Columbia, Maryland**

Grace is a leading high-performance specialty chemicals and construction products manufacturer with operations in more than 40 countries around the world.

#### *Senior Manager, Media* | September 2013 to present

- Lead global digital communications strategy, including social media, search engine marketing, email, paid media campaigns, and website and mobile development
- Collaborate with sales, marketing and product managers to create integrated communications programs, identifying key performance metrics that align to business objectives
- Partner with key business segment leaders, IT, Legal, Finance and executive leadership to institute updated social media policies and guidelines
- Manage the redevelopment, maintenance, and consolidation of business segment microsites into a single, global site focused on brand development, business growth and customer engagement
- Develop internal communications programs that connect 6,500 global employees to overall brand vision and values
- Collaborate with HR to establish employee recruitment and engagement programs with a strong focus on digital channels, such as Glassdoor, LinkedIn and Twitter
- Review internal marketing operations to identify areas for budget improvement and efficiency
- Manage partnerships with agencies and vendors, including overseeing the review and selection process
- Oversee internal creative production, including print advertising, collateral and tradeshow materials
- Supervise a team of producers, designers and writers focused on both digital and print development

### **Constellation, an Exelon Company | Baltimore, Maryland**

Constellation is a leading competitive supplier of power, natural gas and energy products and services for homes and businesses across the United States and Canada.

#### *Social Media Program Manager* | July 2012 to September 2013

- Managed digital planning to support B2B and B2C sales initiatives, including social media, online paid media, and search engine marketing
- Developed social media training program for 300-person sales team to manage the sales funnel through customer and prospect engagement

- Planned, implemented and optimized social media paid media campaigns
- Oversaw the design and development of social media applications and campaign microsite
- Managed relationship with external advertising agencies and vendors
- Lead strategic partnerships from identification of relevant partners through execution of programs
- Established, tracked, optimized programs against KPI measurement aligning to defined business objectives

### **Visit Baltimore | Baltimore, Maryland**

The official sales and marketing organization for the City of Baltimore, aimed at generating economic impact for stakeholders through the attraction of convention, group and leisure visitors.

#### *Director of Web Marketing and Creative Services | May 2007 to July 2012*

- Developed and lead all aspects of digital marketing strategy and execution to drive lead generation convention sales and leisure visitation
- Established Visit Baltimore's social media strategy, building multi-channel solutions across a key social networks and created audience engagement initiatives
- Oversaw social media programs for key annual events (e.g. Star-Spangled 200, Baltimore Grand Prix), developing monitoring solutions, content planning and audience engagement strategies
- Worked collaboratively with the convention sales and services team to deliver sales tools, including collateral materials, direct mail, advertising programs, tradeshow support, and customer presentations
- Developed convention sales, leisure travel, multicultural and LGBT advertising strategy, including: audience research, focus group testing, message development, design, and media planning
- Managed in-house print and digital production staff and multiple agency and vendor relationships
- Oversaw the production of all signage and displays at the Baltimore Visitor Center, including implementation of a new digital signage management system
- Provided support of membership recruitment and relationship management activities
- Developed and deployed Visit Baltimore's first mobile platform, including two applications available for iPhone, Blackberry, Android and iPad
- Developed and maintain all content on Baltimore.org and all other micro-promotional websites
- Produced short-form video segments with local celebrities and notable Baltimoreans
- Facilitated partnership acquisition and revenue generating programs, such as print advertising in Visit Baltimore guides, online advertising and e-commerce on Baltimore.org

### **Weber Shandwick | Baltimore, Maryland**

A leading global integrated marketing and communications agency, providing strategic counsel and execution services across a complete range of communications disciplines and industry sectors.

#### *Group Manager | 2006 to 2007*

- Provided online strategic counsel to the company's tier one clientele, including: Sony Ericsson, Coors Brewing Company, got milk?, Texas Instruments, State Farm, Dell
- Managed website and online marketing development; including: email campaigns, podcasts, blogs, banner ads and other new media devices
- Managed client program budgets in excess of \$750,000
- Coordinated day-to-day operations of account staff, designers, and programmers
- Created new business proposals and assisted with client presentations

#### *Account Supervisor | 2005 to 2006*

- Assisted with online strategic planning and tactical executions to support client campaign goal
- Maintained day-to-day client relationships for website development and marketing needs
- Assisted with new business activities and presentations
- Created and managed project budgets and timelines

*Art Director/Interactive* | 2001 to 2005

- Led the design and programming of client websites, online advertising materials, emails and other digital assets
- Contributed to online marketing strategy development
- Developed outbound and inbound marketing initiatives: lead generation, SEO, email campaigns, online advertising, online promotional partnerships

*Traffic Coordinator* | 1999 to 2001

- Managed print and interactive workflow and kept projects on deadline
- Distributed advertising and collateral materials to publications or printer
- Proofread collateral materials and performed quality assurance testing on interactive products

## EDUCATION

**University of Maryland | College Park, Maryland**

- Graduated 1999, B.A. in English with a concentration in creative writing
- Worked as staff writer for the University of Maryland daily paper, *The Diamondback*

## COMPUTER SKILLS

Macintosh and Windows, MS Office suite, Photoshop, Illustrator, InDesign, Dreamweaver, Flash, digital video production, Wordpress, HTML, CSS, PHP, Google Analytics, Omniture, Comscore

Expertise with social media platforms: Twitter, Facebook, Instagram, YouTube, LinkedIn, Tumblr, Radian6, Sysomos, OutBrain, SproutSocial, ArgyleSocial, OutMarket (Vocus), HubSpot, HootSuite

*\*References available upon request*