

Culturally astute and academically advanced, with more than a decade of experience creating award-winning strategies that accelerate desired sales competencies in a hyper-competitive market. Refines the market position and focus through marketing campaigns, strategic advertising, and expert leadership of design services; takes full advantage of industry trends and practices, and advanced technologies to improve effectiveness, expand brand trajectory, and heighten profit performance. Focuses on improving business value and performance through identification of customer needs. Drives image and trust using a palette of communication strategies and relationship-building skills that produce category-leading interest and awareness. Leads cross-functional/cross-divisional teams with an emphasis on change and innovation.

Key Strengths:

Advertising, Brand Management, Client Relations, Communications, Consulting, Event Planning, Financial Management, International Business, Market Analysis, Marketing, Presentations, Project Management, Public Relations, Quality Control, Scheduling, Team Leadership

PROFESSIONAL EXPERIENCE

MARKETING INTERN, Newlogic, Inc.

2011 – Present

Develops and implements strategic marketing initiatives within the management consulting industry through detailed analysis using research, writing, and strategy, including:

- Developing and writing a position paper as a template for further research topics
- Defining metrics for evaluating products and companies
- Communicating, interacting and presenting to C-Level executives

DIRECTOR, Trovare, Inc.

2011 – Present

Reports directly to CEO, responsible for managing a cross functional team, designing and creating new products, implementing corporate branding, and building a marketing strategy for a VC funded start-up.

DESIGN CONSULTANT

1999 – Present

Delivers performance-focused direction to clients secured through independent contracts and local HR firms, leveraging expertise in design and creative direction to develop award-winning, strategic advertising and marketing campaigns that drive increases in revenue and brand value across multiple industries.

As **Principal/Creative Director/Art Director/Photographer**, leads marketing and creative teams through the project lifecycle to develop original corporate branding according to client specifications. Directs labor distribution, quality control activities, and alignment of brand standards with template creation to exceed client expectations.

- Awarded two Home Entertainment Division recognitions
- Clients included:

Crystal Image Design Group, Eve Photography, Metrocreate Studios, Bose

Combined industry knowledge and creativity as **Graphic Designer** on projects requiring the design and development of compelling collateral including corporate identities, tradeshow graphics, packaging, brochures, POS, POPs, FISs, invitations, logos, apparel graphics, websites, and web banners. Mentored and led interns in the best practices for design techniques and creative direction.

- Collaborated with VP of Marketing to create event material for CERAWEEK 2008.
- Streamlined the creation and installation process by developing employee/employer training programs.
- Clients included:

360KID, Boston Society of Architects, BrandEquity, Cambridge Energy Research Associates, FASTSIGNS of Nashua, global development, Gillette, Hill Holiday, Houghton Mifflin, Jones Lang LaSalle, KAZ, Kor Group, LandVest, Nova Marketing, Pet Edge, Reebok, Staples, Timberland, The Boston Group, The Holmes Group, and Upromise

Enhanced the effectiveness of corporate advertising and marketing initiatives as **Senior Production Artist/Production Artist**, providing production services including color proofing, color correction, hires layouts creation from low resolution comps, checking bleeds and baselines, creating proportional and/or full size mockups, and proofing/pre-flighting files.

- Recipient of Outstanding Performance and Customer Satisfaction team corporate recognition awards
- Awarded nine Home Entertainment Division recognitions.
- Led the production art initiatives for the launch of the Oral-B® Pulsar toothbrush and Gillette® Fusion razor.
- Clients included:
Gillette, Bose

PRESENTATION TECHNOLOGIST, Hill Holliday **2011 – 2012**

Develops and designs presentations for new business and C-Level executives, including: CEO, SVP – Marketing Director, Chief Strategy Officer (CSO), and Chief Creative Officer (CCO)

STRATEGY CONSULTANT, Bombardier MRO and Customer Services **2010**

Partnered with five other team members in a cross-functional, multi-cultural collaboration assisting Bombardier MRO and Customer Services in identifying and developing new organic growth areas to propel revenue growth from \$100M to \$200M over the next five years. Developed business concept and created a business plan and implementation schedule, presenting the comprehensive information to C-level management.

- Expanded the competitive edge of the organization by creating new product and service offerings from existing assets, with the potential of earning \$100M incremental revenue.

SALES/TRAINING CONSULTANT, Apple, Inc. **2007 – 2009**

Leveraged digital arts expertise and client relationship management skills to provide clients of the Apple Store with the training and support as their needs determine. Enhanced customer value by delivering comprehensive, custom sales solutions as well as training customers on the wide variety of capabilities offered with Apple software. Effectively delivered technical solutions in lay terms that were easy for clients to understand. Promoted product sales through savvy visual merchandising; ensured optimal financial performance by promoting loss prevention awareness.

- Recipient of 22 Customer Service promoters, including six One-to-One trainer promoters.

MARKETING SUPERVISOR, Inventa **2004**

Facilitated the delivery of clients' key messages and professionally represented their brands by conducting a variety of promotional marketing initiatives. Increased brand awareness and drove sales for Sprite in target markets by leading the Sprite Snowboard Squad, the brand's in-field marketing team and program.

- Chosen out of more than 150 candidates as one of the three marketing representatives on the first US-based Sprite Snowboard Squad team in 2000.

PROFESSIONAL DEVELOPMENT/EDUCATION

Master of Finance (MFIN) **2012**

Hult International Business School, Boston
Full Scholar, GPA: 3.54

Master of Business Administration (MBA) **2010**

Hult International Business School, Boston, Shanghai, London
Dean's List, GPA: 3.28

Bachelor of Fine Arts (BFA), Graphic Design (minor in Art History), Cum Laude

Plymouth State University, Plymouth, NH
Merit Scholar, Dean's List 3 times, President's List, GPA: 3.41

CERTIFICATIONS

Certified in Strategic Equity Valuation (CSEV) – Institute of Strategy and Valuation, New York, NY
Bloomberg Essentials Online Training Program (BESS) – Bloomberg, New York, NY

TECHNICAL SKILLS

MAC and PC, Adobe Creative Suite 5, InDesign, Photoshop, Illustrator, Acrobat, Distiller, Flash, Dreamweaver, Quark Xpress, Microsoft Office, Word, Excel, Power Point, iWork, Pages, Numbers, Keynote, Omega, Flight Check, Filemaker Pro, SAP, Bloomberg