

Experienced marketing and communications professional

Consulting	<ul style="list-style-type: none">Multiple years as a corporate marketing and communications consultant, helping to launch new businesses and non-profits through branding and strategy, and improving existing businesses through assessment and redirection.
Results – For profit & non-profit	<ul style="list-style-type: none">Built marketing communications and education programs as an executive leader within an emerging healthcare SaaS corporation for 12 years, helping move it from a start-up to capturing 85% of the market.Applied aggressive business marketing principles to nonprofit organization to improve processes, reorient the brand, drive patrons and promote programs. Increased giving (sales) by 27% in one year.
Leadership	<ul style="list-style-type: none">Energizing creative leader; capable of leading creative teams from brand through execution, capitalizing on creative guidance and proven processes, while respecting the talents of team members.
Communications	<ul style="list-style-type: none">Emmy Award-winning writer with a graduate degree in writing. Marketing content experience includes: digital media such as websites, social media, email, ads and video; digitized print material such as annual reports, proposals, brochures, case studies, white papers, and technical and training guides; and strategic communications such as presentations, media releases and crisis communications.
Technology	<ul style="list-style-type: none">Knowledge of a broad range of integrated marketing technology tools, from planning and project management through content execution and results analysis.

EXPERIENCE

2015 to Present; 1985-2000, [The Snow Group](#), Denver, CO

Marketing & Communications Consultant

Serve as a consultant to both emerging companies and larger corporations – from technology sectors to storefront businesses. Extensive B2B and B2C experience, as well as consummate understanding of non-profit marketing. Work includes brand development, overall marketing strategy, integrated campaign planning and assessments, content strategy, and content creation for all platforms.

2012 – 2015, [Dumb Friends League](#), Denver, CO

Director, Marketing, Communications & Humane Education

Led the strategic marketing and communications for both the largest animal welfare organization in the Rocky Mountain region and the statewide Colorado Humane Society. Managed a large team that handled brand oversight, public and media relations, advertising placement, crisis communication, program and adoption marketing, websites, social media, video development, print and digital publications, and humane education programs. Supported a robust development and fundraising program that included integrated campaigns segmented by donor level, and multiple, complex events (including a 10K-attendee walk and a five-hour live television production). Responsible for managing three communications budgets of over \$3M as well as the strategic and annual plans to support those organizations. Received Emmy Award for public service announcement script writing.

2000 – 2012, [GHX](#), Louisville, CO (2010-12 as a consultant back to the company)

Director, Marketing and Education Programs

As a key contributor to moving an emerging healthcare technology company towards 85% market dominance, directed a marketing team to develop strategic deliverables for significant customer acquisition and retention. Managed internal and external websites, social media, newsletters, campaigns, marketing collateral, web and live events, including the yearly 600-attendee customer event, bi-annual employee sales meetings, quarterly employee meetings and multiple customer trade shows per year. Also directed a team of instructional designers and trainers, who developed customer and employee learning programs for thousands of users.

EDUCATION

University of Denver, Denver, CO
M.A. English, With Emphasis in Writing

Lafayette College, Easton, PA
B.A. English Literature

ACCOMPLISHMENTS SUMMARY

Consulting

Achieved significant market results for individuals, consumer businesses and corporations:

- Managed a healthcare technology startup's marketing efforts, leading to **1.3M in sales in the funnel within 6 months**; this in turn resulted in investment confidence: additional backing by investors and 500K in technology investments by its technology partner. The startup was sold within two years due to its success.
- **Analyzed and reorganized information for the largest energy company in the world**, working with teams worldwide in an effort to consolidate efforts, leading to internal and external Web site developments.
- **Created integrated marketing plans for a large retail organization**, combining web content, email campaigns, sales promotions and in-store events to increase in sales and customer loyalty.
- **Moved** a pharmacy's business model from store-front to delivery-only model through rebranding, web and social media content and email marketing.
- **Created the brand** for a best-selling, global author.
- **Launched a healthcare marketing consulting company** for a marketing leader, who was able to achieve a six-figure salary within one year.
- **Launched new non-profit** through branding, website development, communications strategy, donation strategy and initial campaigns.
- **Developed a social media strategy for a real estate company**, leading to increased market exposure and expansion of client base by 75% in one year.
- **Developed a new RFP process** for global technology company, resulting in a flexible database of reusable assets, reducing the research work load of RFP developers and sales engineers, increasing the time to sale and improving corporate messaging through consistent information.
- **Created plug-and-play go-to-market campaign kits for suppliers of health-related consumer products**, resulting in supplier adoption, consumer product use, and consumer results studies accepted by the FDA.

Non-profit Leadership

Turned a communications department into a marketing department, resulting in incremental increases in program goals and donations.

- **Guided leadership and the board through complete rebranding** of the largest animal welfare organization in the western US.
- Increased program goals by 12-14% each year; increasing FB followers by 34%; increasing email house file by 31%; increasing overall giving by 27%.
- **Reorganized entire department** with new roles and titles, reducing stress on individuals, playing to strengths.
- **Added metrics goals** for every campaign to analyze results; added monthly success reports to show value of marketing.
- **Removed or revamped old events and added new events** to increase community participation and donations.
- **Revamped education program** serving 18,000 people, dramatically increasing attendance.

Technology Startup Accomplishments

Captured 85% of the market over the course of a decade by developing and management of a highly-effective team and programs:

- **Assembled and directed a large team** of writers, designers and campaign managers to develop strategic marketing deliverables for customer acquisition and customer retention.
- **Oversaw live events**, including 600-attendee customer event, bi-annual sales meetings, quarterly employee meetings and up to 10 trade shows per year.
- Created **channel marketing programs** by customer and product.
- **Developed sales tool kits and training**, including collateral, presentations, certification programs and RFP standards.
- **Founded a campaign management program** that including staffing, process development and reporting metrics standards.
- **Developed a customer education program** that reached thousands of users and included eLearning modules, classroom and web-based curriculum materials, and user documentation.
- **Created an employee product learning and certification program**, which included two classes per month for all employees, and product release webcasts for customer-facing employees.