

## ***Experienced marketing and communications professional***

<b>Consulting</b>	<ul style="list-style-type: none"><li>Multiple years as a corporate marketing and communications consultant, helping to <b>launch new businesses and non-profits through branding and strategy</b>, and improving existing businesses through <b>assessment and redirection</b>.</li></ul>
<b>Results – For profit &amp; non-profit</b>	<ul style="list-style-type: none"><li>Built marketing communications and education programs as an executive leader within an emerging healthcare SaaS corporation for 12 years, helping move it from <b>a start-up to capturing 85% of the market</b>.</li><li>Applied aggressive business marketing principles to nonprofit organization to <b>improve processes, reorient the brand, drive patrons and promote programs. Increased giving (sales) by 27% in one year</b>.</li></ul>
<b>Leadership</b>	<ul style="list-style-type: none"><li><b>Energizing creative leader</b>; capable of leading creative teams from brand through execution, capitalizing on creative guidance and proven processes, while respecting the talents of team members.</li></ul>
<b>Communications</b>	<ul style="list-style-type: none"><li><b>Emmy Award-winning writer</b> 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.</li></ul>
<b>Technology</b>	<ul style="list-style-type: none"><li>Knowledge of a broad range of <b>integrated marketing technology tools</b>, from planning and project management through content execution and results analysis.</li></ul>

### **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