

Results-Driven Content Strategist Director & Marketing Executive - Influential member of executive teams with big-picture vision who devises winning B2B/B2C go-to-market strategies, innovative digital marketing initiatives across multiple channels and traditional subscription-based print publications, delivering impactful bottom-line results focused on business growth. Creative content and editorial expert who aligns organizational mission and brand through compelling communications, website messaging, and targeted advertising, promotional, PR campaigns to captivate customers/members and increase engagement while building brand loyalty within various industries. Successfully builds strategic marketing roadmaps that increase awareness, generate leads, support sales, nurture and engage prospects for new customer acquisition and organic growth. Adept at applying forward-thinking marketing best practices aligning with emerging trends to achieve measurable results. Inspirational leader who effectively manages daily tasks for cross-functional consultants/staff to ensure seamless execution of all key initiatives.

Areas of Expertise

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|--------------------------------|-------------------------------|----------------------------------|
| ◆ Marketing Strategy | ◆ Public Relations/Promotions | ◆ Cross-Team Collaboration |
| ◆ Copywriting & Editing | ◆ Communications/Messaging | ◆ Quality Control |
| ◆ Media/Advertising/Collateral | ◆ Customer Engagement | ◆ Project Management |
| ◆ Brand Awareness | ◆ Team Leadership | ◆ Sales Profit & Growth |
| ◆ Targeted Campaigns | ◆ Vendor Management | ◆ Social Media/Blogs/Newsletters |

Technical Proficiencies: Microsoft Office Suite | Adobe Acrobat Pro | Monday | Trello | Sticky.io | SharePoint | Microsoft Teams

Executive Leadership & Achievements

Mountain View Publishers

2015 – 2023

Editorial & Brand Director

- ▶ Instrumental in launching and developing publishing house, a self-supporting entity rebranded from River Glen Marketing. Strategically build brand to enhance visibility and grow new revenue streams.
- ▶ Champion digital innovation by implementing multiple direct and social media marketing campaigns as well as trackable data matrix codes and consolidated URLs within publications to redirect customers to websites. Set up benchmarks to measure customer touchpoints and track end user engagement.
- ▶ Catalyst for implementing customer loyalty programs and promotional rewards that elevated retention rates by 25% and engaged new customers.
- ▶ Instrumental in driving unprecedented 400% increase in customers in less than two years.
- ▶ Elevated customer engagement by 60% by deploying interactive print/online marketing campaigns, contests, incentivized promotions, and customer surveys.
- ▶ Simultaneously decreased cancellation rates by 30% and boosted customer retention rates by 20% by instituting improved customer transparency and proactive approaches.
- ▶ Pioneered forward-thinking concept to gather subscriber testimonials with promotional offers. Achieve ~10% response rate with over 30,000 positive testimonials.
- Drove strategic end-to-end planning and execution of two distinct monthly subscriber-based magazines simultaneously; internal/external resource coordination, and quality control.
- Navigated multiple stringent deadlines, manage graphic designers, writers, editors, and consultants and build partnerships among cross functional teams to ensure on-time delivery.
- Collaborated and brainstormed with team members to identify areas for improvement, enhance quality, topic presentations, processes, and procedures.
- Led creative initiatives and ideation, develop innovative concepts and processes focused on driving organizational success.
- Consistently identified areas for improvement in service quality to elevate customer experience to new heights.
- Adeptly coordinated with local businesses, printers and letter shops, and postal services to develop strategic partnerships. Constantly ensure timely execution and alignment with goals.
- Researched, systematically sourced, and contacted paid freelance writers/content contributors and staff creatives to produce methodically chosen and compelling content for newsletters and magazines.
- Reviewed and edited all editorial and marketing content, consistently ensure pinpoint accuracy and quality.
- Built and executed on content roadmap that aligns to personas, buyer journey, and growth needs.
- Created brand and product content that helps attract, engage, and convert leads into loyal subscribers.
- Orchestrated content strategies across all platforms with adaptation for different audiences and formats.
- Measured the results of marketing activity to evaluate future marketing campaigns aligning with marketing budget.
- Devised detailed reports using Constant Contact, Bitly, Google Analytics, and Excel.
- Served as face of the organization conducting public relations events/presentations for accreditations and sponsorships.
- Originated content for organizational social media marketing efforts; Facebook, Instagram, Google, Pinterest.

River Glen Marketing

2009 – 2014

Director of Marketing

- ▶ Conceptualized and drove all aspects of nationwide B2B/B2C marketing strategy/branding and promotional programs for various key clients.
- ▶ Originated Package Insert Program which increased visibility and customer response. Meticulously coordinated mailing of ~500K monthly third-party inserts
- ▶ Instrumental in authoring/testing ~100 sales/renewal letters. This generated ~150K subscribers, exponentially exceeding industry standards on response/conversion rates.
- ▶ Expertly crafted and delivered ~3M copies of established forms each year.
- ▶ Key contributor to acquisition of 100K new customers for top-tier client as a result of strategic marketing efforts.
- Devised targeted traditional/digital advertising campaigns for clients comprised of newsletters, catalogs, press releases, website, emails, direct mailers, package inserts and print/digital/banner ads designed to increase visibility and substantially increase profits.
- Leveraged industry expertise to proficiently design and execute targeted marketing, communications, and events focused on increasing community engagement and driving revenue.
- Conducted comprehensive marketing/competitor trends analysis to promote current offerings and enhance brand awareness.
- Cultivated strong relationships with vendors to ensure productivity as well as negotiated cost-effective pricing for printing and distribution of all marketing collateral and publications.
- Fostered strong cross-functional teams' relationships and partnered with senior executives to seamlessly execute projects and deliver quality results that exceeded objectives.
- Managed key brand marketing initiatives; deadlines and marketing calendars. Streamlined efforts to drive efficiency, quality, and results.

Previous Experience

AZ Integrated Media

Prior to 2009

Senior Account Executive

Academic Advocates

President

Education

Bachelor's Degree – English – Emphasis in Creative & Technical Writing – Dean's List

Arizona State University

Tempe, AZ

Professional Affiliations

American Writers & Artists Institute | Copywriter Networking Group | Advertising & Marketing Industry Professionals | Direct Mail Group
Genealogical Society for Flemish Americans | American Homebrewers Association | Bliss Family Historical Society

Awards & Accreditations

Winslow Behavioural Assessment - Winslow Research Institute | Certificate of Appreciation - Phoenix Police Department | Certificate of Appreciation - Mountain Ridge High School Women's Golf | Editor's Choice Award - National Library of Poetry | Certified Beer Judge - Beer Judge Certification Program