

PROFESSIONAL EXPERIENCE

New Signature

August 2016 – Present

Director of Marketing Technology

Washington DC

- Developed and managed entire marketing technology stack employing Marketo & Microsoft Dynamics 365 for four-time Microsoft Country Partner of the Year.
- Crafted account based multi-channel marketing programs promoting Microsoft professional and managed services.
- Developed successful customer engagement models for targeted verticals and full funnel prospect nurturing.
- Standardized and codified all visual branding elements across print, web, video and presentation channels.
- Guided initiatives involving process improvement, staff development and operational efficiency.
- Managed international team of developers, designers and social media strategists.

New Signature

July 2012 – August 2016

Senior Technical Consultant

Washington DC

- Designed and developed award-winning digital projects across a wide variety of platforms and technologies including WordPress, Drupal, SharePoint, MailChimp and Dynamics CRM.
- Created digital marketing tools and assets for AARP, American Geophysical Union and the League of Women Voters
- As a company thought leader delivered external webinars and internal presentations on a variety of subjects.
- Wireframed and prototyped complex responsive UX/UI projects for both .Net and PHP platforms.

Upsite Technologies

January 2012 – July 2012

Marketing Technology Manager

Albuquerque, NM

- Transformed visual brand identity with updated web properties, print and tradeshow collateral.
- Engaged with product managers to product creative assets with web, print and digital channels.
- Introduced SEO/SEM program that drove organic web traffic and conversion rates.
- Maximized team collaboration by delivering a SharePoint based intranet for marketing campaign production efforts.

OCO Biomedical

June 2010 – January 2012

Marketing and Technology Manager

Albuquerque, NM

- Implemented multi-channel digital marketing strategies that doubled overall sales revenue year over year in a highly competitive dental implant market.
- Managed deployment of Oracle On-Demand CRM and integrated product inventory tracking platform by interfacing implementation contractors and vendors.

EDUCATION

University of New Mexico

May 2006

Bachelor of Fine Arts – Media Arts

Albuquerque, NM

SKILLS & INTERESTS

Skills:

Marketo Configuration & Operations
Technical Project Management
Email Marketing & List Management
Budgeting & Analytical Reporting

Dynamics 365 + Mar-Tech Integration
B2B Marketing Campaign Strategy
Agile Demand Gen & Growth Hacking
Responsive Web & App UX Design

MDF MROI Analysis & Reporting
Remote Team Management
Technical Training & Documentation
Google Analytics & Adwords

Interests:

Cooking and culinary history, downhill skiing, fly fishing and hiking.