

## CAREER HIGHLIGHTS

Marketing and management track focused MBA with 13 years of progressively responsible experience leading teams and projects; managing traditional, digital, interactive and experiential marketing functions with emphasis on strategy, planning, creative development; for nonprofit, public and private sector companies and agencies. I am a skilled negotiator with a proven track record of finding creative ways to do more with less, staying on or below budget.

## DAY-TO-DAY COVERED

I offer years of expertise in the development of websites, social media and other forms of digital marketing, as well as traditional marketing, B2B and B2C promotions, strategy, planning and communications. During my time thus far in the industry I have managed multiple client accounts simultaneously, analytics and return measurement, billing and financial negotiations, creative associates, project timelines, vendor relationships, and all aspects of production. I make every "hat" work.

## EXPERIENCE

### Cycle Creative Consulting

April 2016 – Present

*Marketing Strategy Consultant; Photographer*

St. Petersburg, FL

Help clients grow their business through strategic ways; to effectively market products and services, create and manage a marketing budget or plan, and forge new levels of brand loyalty from stakeholders.

- Brand and project management for websites, including market research, email marketing, digital marketing, consumer journey mapping, content creation/copywriting; product, event and artistic photography
- Lead development, implementation of multi-channel strategies; set, monitor, measure marketing campaign effectiveness
- Identify and prioritize new and existing target markets to maximize the deployment of marketing resources; analysis
- Lead creative and other vendor relationships

### Kobie Marketing

December 2016 – July 2017

*Project Manager; Creative Services/Customer Experience*

St. Petersburg, FL

Managed the creation and execution of brand loyalty marketing tools, programs and sales materials, as well as multimedia designed to engage users, drive sales, and attract repeat customers and prospects. Responsibilities include management of creative associates, internal cross-functional team collaboration, financial reconciliation.

**Clients serviced:** Just For Men, TJMaxx, Verizon, State Farm, First National Bank of Omaha, GAP, internal corporate marketing, First Citizens Bank, Royal Bank of Canada and other financial institutions

- Managed creation of brand loyalty websites and mobile applications, using Agile methodology
- Executed digital campaigns, A/B testing, created timelines, owned data quality-control (1 million plus subscribers)
- Saved clients on average 10% when bidding/negotiating savings, taking advantage of discounts
- Lead third-party vendor relationships through research, multi-channel approvals including executives and clients
- Restructured and enhanced company processes, finding efficiencies; provided training on changes
- Supervised creative associates to efficiently complete projects within estimated contractual hours
- Developed metrics, presented production and campaign analytics reports to clients, internal stakeholders

### Tampa Hillsborough Economic Development Corporation

May 2012 – April 2016

*Marketing and Events Manager*

Tampa, FL

Part of a two-person team, I helped build an award-winning marketing department from scratch. Responsible for all traditional and digital marketing, strategy, new media, corporate communications and video and photography production. I managed the creation of quality marketing and sales materials designed to supplement business development efforts to create thousands of jobs and attract millions in capital investments (foreign and domestic) in the 18th largest US metropolitan area.

- Created portfolio of digital/database marketing utilizing email and newsletters; analytics reporting through Constant Contact, EventBrite, Google Analytics, and Salesforce, averaging 37% open rates, 21% click-through rates monthly
- Designed user experience, created content for award-winning websites (achieved YOY 62% growth in unique visits)
- Executed digital marketing via CMS (Kentico, WordPress), Salesforce CRM, social media: LinkedIn, Facebook, Twitter, IG
- Contributed to marketing strategy and brand identity through Board-approved three-year strategic goal planning
- Effectively cut costs facilitating all aspects events ranging in size from 20 to 600+ guests, budgets up to \$80,000
- Cultivated vendor relationships with artists, photographers, videographers, production companies and engaged investors regularly through monthly and quarterly touch-points

## FKQ Advertising & Marketing

Account Executive

June 2007 – May 2012

Clearwater, FL

Demonstrated a dedicated and loyal work ethic, receiving three major promotions over a five-year period, peak recession. Experienced in managing more than 10 client accounts simultaneously including professional sports, retail sales, consumer packaged goods, and wholesale distribution; budgets in excess of 50% of total team billing.

**Clients serviced:** Tampa Bay Lightning (NHL), Amalie Arena (entertainment), Tampa Bay Storm (arena football), Nash Finch, Bozzuto's, Southeast Frozen Foods, Clearwater Jazz Holiday, Tampa General Hospital, USF Athletics (football and basketball), Badcock Home Furniture, Creekstone Farms, and more.

- Cultivated relationships as direct liaison between client and agency teams managing all creative, interactive, production, accounting, media and public relations projects for clients as Account Executive
- Project managed launch of client e-commerce sites, contributing to sizable sales growth
- Implemented efficient traffic flow by creating streamlined processes, annual project schedules and timelines
- Executed national Food Network sponsored events, sponsorship contracts, contests, demos, trade show booth activations
- Planned marketing collateral production for annual, three-day charity event involving nine states, 5K-10K attendance
- Researched and generated national cross-promotional marketing campaigns and experiential opportunities for clients
- Developed marketing and media plan objectives, creative strategies for traditional media considerations, interactive opportunities, and experiential marketing; identifying savings in each venue

## Franklin Templeton Investments

Sales Associate; NYSE/IBD Division

August 2005 – December 2006

St. Petersburg, FL

Promoted to sales associate and continued to function as liaison between cross-functional teams within six months as a customer experience associate. Served broker and institutional clients as a NASD Licensed representative as well as a mentor for many new associates providing training, motivation and guidance.

- NASD Series 6 licensed Sales Associate
- Created hypothetical reports for broker/dealers leading to increased investment
- Coached advisors on marketing materials, tracked trends, promoted firm-focused information and tools
- Selected by senior management to partake as member of internal corporate culture committee
- Executed shareholder transactions/requests while educating/cross-selling them on available resources
- Employee of the Month nominee December 2005 & January 2006

## EDUCATION

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**Master of Business Administration (MBA);** Marketing, Management Focus Tracks

2016 – 2017

University of South Florida Saint Petersburg

Final GPA: 3.72 of 4.00

**Bachelor of Science;** Majors: Marketing, Multinational Business Operations; Minor: Economics

2000 – 2004

Florida State University

Florida Bright Futures Scholar, Optimist Club Scholar

## HONORS, AWARDS & ACTIVITIES

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- Graduate Business Association, USFSP: Inaugural Executive Committee, Chief Marketing Officer 2016 – 2017
- Project Prosper: Volunteer and teacher; providing financial literacy classes to immigrants and refugees
- University of South Florida Alumni Association, Seminole Boosters, Florida State University Alumni Association
- American Advertising Federation member 2012 – 2016; Board of Directors, Communications co-chair 2015
- Recognized by TBBJ Deputy Editor as a Twitter influencer to follow: @zippy715
- Alpha Kappa Psi, The Professional Business Fraternity, FSU – Spring 2002 – Fall 2004
- Personal: traveling, family time, photography, music, arts, learning, cooking, biking, soccer, college football, volleyball

### Awards

- 2016: **SILVER** Addy – Direct Mail
- 2015: Website: **GOLD** AVA Digital Award, **SILVER** MarCom Award, **GOLD** Davey Award; Annual Report: **PLATINUM** MarCom Award, **GOLD** Addy; **GOLD** Addy – Corporate Letterhead Package
- 2014: **GOLD** Addy – Recruitment Brochure, **SILVER** Addy – Annual Report, **SILVER** Addy – Invitation
- 2013: **SILVER** IEDC Award – Industry Spotlight: Financial Services, **BRONZE** IEDC Award – Brochure