

## MARKETING, BUSINESS DEVELOPMENT AND CREATIVE STRATEGIST

Results-driven marketing and communications strategist with over 15 years of experience across a variety of industries, offering full-life cycle project management, from strategy through execution.

Expert at leveraging data analytics and digital communications tools to drive growth and revenue. Content creator and graphic designer.

Former service industry. I can sell anything, engage anyone, and handle difficult situations tactfully.

### EXPERIENCE

#### **Old City Marketing - 2014-Present** **Consultant**

Independent Contractor, delivering end-to-end marketing solutions, including content creation, brand positioning, social media and advertising strategy for a wide range of clients.

- Consulted for small businesses, political figures, federal government agencies, Pentagon officials, defense contractors, legal professionals, and clients in retail and hospitality industries
- Content writer and creator, storyteller, stand-in blogger
- Organized and handled media and public relations
- Created large-scale design projects

Specializes in high-impact deliverables, from website redesigns to consumer product campaigns.

#### **Interim Director of Strategy (WKH Solutions)**

#### **Winchester Equipment Company - 2022-2024** **Marketing and Communications**

Managed and executed marketing initiatives for five retail equipment dealership locations across Virginia. Created and launched the company's first foray into a digital marketing.

- Wrote and designed all digital initiatives, using a data-driven approach to content creation
- Designed all images, videos and branding - including some with AI
- Managed social media, from organic content and ads on Facebook/Meta, YouTube, Twitter, X, and Instagram, growing hundreds of followers, and an engagement rate exceeding all KPI's
- Launched a Google ads campaign for both search and display, embedded retargeted coding into the back end of the company website to create a full content management cycle (CMC), used Google Analytics and other metrics to refine campaigns and drive a new traffic to the retail locations
- Leveraged three years of sales data to uncover untapped market opportunities for retail expansion. Designed high-impact territory maps integrating demographics, topography, and travel patterns to drive strategic growth

Brought in \$2,000,000 in traceable new customer sales in the first quarter of 2024.

#### **eHealth Initiative and Foundation - 2020-2021** **Digital Marketing Manager**

Managed and executed the digital footprint for a telehealth advocacy nonprofit. Spearheaded the design of multiple publications and established the foundation for a comprehensive brand revitalization during a pivotal time in healthcare. Built a strong Twitter following that integrated into a cross-functional communications plan.

- Oversaw the promotion and management of webinars
- Liaised with payers, providers and corporate sponsorship to develop a larger targeted audience
- Developed an email newsletter with a substantial readership
- Read and helped draft letters for congressional support
- Designed all external publications in Adobe Creative Suite and Canva

## **Sassy Boutique - 2019-2020**

### **Partner**

Created and launched a retail boutique through a strategic partnership. Convinced the greater DC region that we were experts on fashion.

- Secured commercial real estate and managed the full build-out process from concept to completion
- Led media outreach and public relations efforts, building strong relationships with local press to generate coverage
- Achieved multiple media features, including a prominent three-page spread in Northern Virginia Magazine
- Directed photography and developed a comprehensive advertising campaign; leveraged analytics to expand brand visibility and audience reach.

Unfortunately, COVID happened.

## **Apex Home Loans - 2012-2014**

### **Marketing Director**

Spearheaded the establishment of a new Marketing Department for a mortgage company, transforming branding strategies and deliverables, resulting in a very high engagement across all platforms.

- Used traditional print and digital advertising strategies
- Handled all digital communications, including social media and website management, within applicable compliance and financial laws
- Built out a network of PR and Media Relations
- Designed and managed marketing materials and collateral for 35 senior mortgage bankers, as well as for individual Realtors® and brokers, insurance, and title companies
- Hired and managed a team of staff

## **Leonardo/Alenia - 2005-2012**

### **Manager, Marketing and Creative**

Established and executed both the corporate and product go to market (GTM) strategies of Alenia North America, a subsidiary of a well-known Italian defense contractor, at their first United States headquarters in Washington, D.C., primarily in the aerospace industry. Represented the company in the United States Market to military leadership and senior government officials.

- Worked hands-on with the leadership team, including event planning and traveling to special events, including trade shows, product launches, political and embassy events
- Planned the events and logistics surrounding the opening of the Global Aeronautica aircraft plant, in Charleston, SC (now owned by Boeing)
- Assumed responsibility for previously outsourced consultants for an annual savings of \$300,000 (in 2007)
- Handled PR and media relations and wrote press releases, statements and speeches
- Orchestrated product marketing campaigns for the C-27J on the Joint Cargo Aircraft RFP, partnering with L3 to sell to the U.S. Army and Air Force (USAF), as well as the G-222 for Afghanistan (DOD/USAF), and the T-100 aircraft (with Raytheon for the USAF's advanced pilot training (APT))
- Designed print and digital advertisements, including billboards, as well as creating logo designs, vector graphics, and all other marketing collateral
- Created the original T-100 logo, a varietal of which is still on newer aircraft
- Managed a multi-million dollar budget
- Negotiated sponsorships with Major League Baseball (Washington Nationals, Baltimore Orioles) and the National Hockey League (Washington Capitals) for charitable initiatives

## **EDUCATION**

### **Penn State | Strategic Communications**

Marketing and Advertising  
Bachelors

### **Columbia University | Digital Marketing**

Customer Engagement | Social Media, Planning & Analytics  
Post Graduate/Professional

### **The Wharton School | Business Analytics**

Postgraduate/Professional