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experience

Walker Sands Communications, Chicago, IL
INTERACTIVE MARKETING MANAGER

JUNE 2010 - PRESENT

- Lead a team of developers and designers to achieve marketing objectives
- Web site design coordination
- Help clients develop and manage their web and social media strategies from inception through launch
- Determine and implement new ways of effective online marketing
- Project planning, tracking & coordination with clients, designers and developers
- Competitive analysis
- Show clients a proven ROI for a marketing investments
- Content creation or coordination

IBM Business Partner CrossView, Chicago, IL
MARKETING MANAGER / PROJECT MANAGER

APRIL 2009 - JUNE 2010

- Maintain sales and marketing tools, including: corporate web site, wiki, customer management system, tracking applications, and internal training seminars
- Manage calls to development team and prospective clients
- Develop strategic plans through market research and best practices
- Assist in creating presentations for clients, such as Advance Auto Parts
- Act as Project Manager for campaign development, webinars, white paper programs, and video testimonials resulting in 20% increase in web site activity
- Plan and participate in trade shows and lead generation events
- Devise and distribute monthly newsletters, successfully generating new leads
- Built relationship with IBM to attain co-marketing funding and business partner certifications

Slogo Marketing, Chicago, IL
OWNER / MARKETING MANAGER (FREELANCE)

JANUARY 2008 - JUNE 2010

- Provide a full service branding solution for small businesses
- Uncover customer needs and design proposals to maximize budget impact
- Set goals, and implement specific strategies to meet them
- Direct client's advertising and promotional strategies
- Work with clients to create and design promotional materials and web site

ALIS Consulting, Chicago, IL
MARKETING / E-BUSINESS MANAGER (CONTRACTOR)

DECEMBER 2008 - APRIL 2009

- Developed social marketing strategies and internet advertising campaigns
- Launched social networking site: canisaysomething.com
- Created consistent brand identity across the web site and marketing materials
- Worked with a legal team to create terms and conditions and privacy policies
- Grew brand awareness through an increased street and online presence
- Designed web site and marketing collateral including: press releases, business cards, brochures, and flyers
- Managed a team of 15 programmers, developers, videographer, and interns, both locally and internationally

specialties

ACCOUNT MANAGEMENT
MARKETING STRATEGY
PROJECT MANAGEMENT
DESIGN / CREATIVE
DIGITAL MARKETING

skill set

WINDOWS & MAC OS
MICROSOFT OFFICE 2007
ADOBE MASTER SUITE CS4
DREAMWEAVER CS4
PHOTOSHOP CS4
ILLUSTRATOR CS4
IN DESIGN CS4
FIREWORKS CS4
MICROSOFT EXPRESSION
FAMILIAR WITH LANGUAGES:
HTML, CSS, XML, PHP, JAVA
SCRIPT
GENESIS 2
LOTUS NOTES
AS 400
ACT!
OPENCMS

experience continued...

Snelling Staffing Services, Auburn Hills, MI
MARKETING COORDINATOR

OCTOBER 2007 - DECEMBER 2008

- Responsible for the marketing activities of five distinct branch locations
- Created and implemented marketing programs and accompanying materials
- Adhered to rigid corporate branding guidelines
- Utilized web-based portal to broadcast marketing messages
- Worked with local publications to ensure the timely placement of press releases
- Used an advanced metric system to analyze the results of marketing campaigns
- Launched three newsletters to help instill a top-of-mind awareness among clients and staff

Nutrition Wellness Center, Shelby Twp., MI
PUBLIC RELATIONS COORDINATOR

MAY 2007 - OCTOBER 2007

- Directed a lead generating campaign that resulted in over \$70,000 of new business within 3 months
- Managed vendor and media relationships
- Planned seminars and educational events for current and prospective patients
- Conducted studies examining cost effectiveness and the ROI per lead
- Created and distributed all promotional material
- Maintained a six-month calendar of events
- Executed promotional ideas and campaigns

Gannett Newspapers, Port Huron, MI
ADVERTISING CONSULTANT (PROMOTION)

JUNE 2006 - APRIL 2007

- Prepared and presented proposals to clients
- Tracked advertising results and recommended improvements where necessary
- Developed and maintained relationships with over 100 customers/agencies
- Designed layout and creative content of advertisements, and placed them in newspapers, magazines, and websites
- Budgeted time to meet tight deadlines
- Placed 1st in several sales competitions
- Surpassed monthly and annual sales goals

education

Oakland University, Rochester, Michigan
BACHELOR OF SCIENCE

Major: Marketing

- GPA: 3.7/4.0
- Dean's list
- Activities:
 - Beta Gamma Sigma
 - Public Relations Student Society of America
 - National Honor Society Member

specialties

ACCOUNT MANAGEMENT
MARKETING STRATEGY
PROJECT MANAGEMENT
DESIGN / CREATIVE

skill set

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ADOBE MASTER SUITE CS4
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