
MARKETING OPERATIONS EXPERT

A visionary and passionate marketing leader with a keen creative eye and problem solver

Accomplished marketing and business leader with proven ability to conceive, develop, and successfully implement creative programs that align with business goals and corporate values. Efficiently develop integrated campaigns that incorporate marketing communications, digital and social media outlets, public relations, and event management. Industry experience in the automotive aftermarket, restaurant chains and franchises, retail, pharma, supplemental education, finance, entertainment, home improvement, and healthcare.

CORE COMPETENCIES

Digital Strategy • Business Development • Experiential Marketing • Advertising & Promotions • Campaign Development & Management • Team Building and Leadership • Public Speaking • Project Management • Influencer Marketing • Brand Awareness & Equity • Sales Training, Management and Marketing Support • Published Author, Writing and Content Development.

Professional Experience

Akcmachine, Inc. d/b/a Street Fighter Marketing, Leawood, KS

Provide creative, strategy (brand, influence, and content marketing), media planning, PR strategy, community outreach, event marketing sponsorship consultation, and analytics.

EXECUTIVE MARKETING CONSULTANT (2011 to Present)

Directly develop, advise, and manage marketing, advertising, and sales strategies and initiatives to maximize client profits. Develop cost-effective marketing materials, programs, campaigns, events, and digital programming.

- Sales Support Program: Increased product sales and client relationships with initiatives highlighting the benefits of four major pharmaceutical products from Bristol-Myers Squibb.
- Crafted unique marketing elements that doubled the response rate for a home improvement franchisor. Efforts supported clients' SEO, PPC, social media, direct mail, and email campaigns.

Clients: Dairy Queen, KDOT, OK Municipal Power Authority, NY Association of Realtors, Business Technology Association, Do It Best, MO Telecom Association.

RedPropeller Speaker Bureau, Kansas City, KS

Planned and managed a series of B2B professional speaker showcase experiential marketing and sales events in major cities to create increased demand and loyalty from the bureau's clients.

VICE PRESIDENT OF MARKETING & SHOWCASE DIRECTOR (2016 – 2018)

- Integrated Marketing Sales Support and Management: Coordinated and created all marketing and advertising to generate attendees for each showcase including email mail campaigns, direct mail, account executive telephone scripts, SEO, showcase web development, social media channels and postings, content development, PPC testing, and sales training.

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- Served as the meeting planner and contracted venues and meal services.
- Executed post-event activities to ensure the sales team fully leveraged the events to increase their sales.

AIMS Worldwide Marketing & Advertising, Columbus, OH

Provider of integrated marketing communications consulting services.

SENIOR MARKETING DIRECTOR (2006 to 2011)

Developed and implemented targeted local marketing plans and initiatives to drive revenues.

- Successfully orchestrated a comprehensive field marketing business unit.
- Brand Awareness, and Equity: Planned, implemented a B2B award licensing and events.
- Influencer Marketing Development: Increased sales 5.1% for a 500+ unit franchise operation with a local influencer marketing strategy using non-paid influencers.
- Served on the business development team.

Clients: Moe's Southwest Grill, Pizza Hut, Sylvan Learning, Focus Brands, Sysco, Bristol-Myers Squibb, Specialty Advertising Association of California.

Street Fighter Marketing, Columbus, OH

Provides community marketing, consulting, training, and education services.

VICE PRESIDENT OF MARKETING & MANAGING PARTNER (2001 - 2006)

Developed high-quality business strategies and plans ensuring alignment with short-term and long-term company objectives. Oversaw all operations and business activities to ensure goals and objectives were met.

- Developed a sales-building program for community retail managers and owners.
- Wrote, produced, and delivered neighborhood, grassroots outreach focused training.
- Content Marketing: co-author of a nationally syndicated weekly business column for Knight-Ridder.
- Executed a sales training program for Aegis Mortgage that doubled the engagement rate.

Clients: Goodyear, Marathon Oil, Chevron, McDonald's, Subway, UC Lending, The US Army, The USPS, Honda, Sony, American Express, AT&T.

Education & Credentials

Master of Science in Integrated Marketing Communications (May 2021).

- University of Kansas, Edwards Campus.
- Graduate Certificate in Content Marketing (May 2021).
- Course work includes Digital Marketing Strategies, Relationship Marketing, Event & Hospitality Marketing, Marketing Research, Financial Fundamentals, Writing, Blogging, Vlogging, and Podcasting.

Adjunct Professor, School of Visual Communications, Avila University (2019).

- Taught Principles of Advertising and Marketing.

Bachelor of Arts in Telecommunication, Minors in Speech and English.

- Indiana University, Bloomington, IN.
- Union Board of Directors.
- Internships with MZD Advertising and S&S PR.

Technical Proficiencies

- Adobe Suite (InDesign, Photoshop, Premiere Pro, Audition).
- Quick Books, Constant Contact, Salesforce, Canvas, Blackboard, Slack, Zoom, Qualtrics.
- Microsoft Office (Word, Excel, Outlook, PowerPoint, Publisher, Teams).
- Certification in First Aid/CPR/AED from American Health Care Academy (A1426721).
- Certified Speaking Professional (CSP) from the National Speakers Association (10 years).

Affiliations

- WSKF – Marketing and Publishing Advisor.
- Community Blood Center – Frequent Platelet Donor.
- Moms of Multiples, Columbus OH – Volunteer Spouse Schlepper.

Published Author

- *Street Fighter Marketing Solutions* (Simon & Schuster).
- *No B.S. Grassroots Marketing* with co-author Dan Kennedy (Entrepreneur Press).
- *How to Get Clients* (Warner Books).
- *Public Speaking for the Healthcare Professional* with co-author Dr. Neil Baum (Amazon/KDP).
- *Streetfighting: Low-Cost Marketing For Your Business* (Prentice Hall).
- *From the Big Screen to the Real World* with co-author Larry Winget (Win Publishing).