
Marketing Professional

Energetic marketing professional with 10+ years experience launching products globally, driving thought provoking consumer conversations, and developing engaging customer education programs.

Highly motivated, results-driven marketing professional with experience implementing marketing plans, creating engaging content and collateral, and managing digital presence. Success in analyzing market trends, launching new products/services, and creating and implementing marketing strategies. Successful in establishing and maintaining outstanding partner and client satisfaction. Comfortable working independently and in collaboration with teams while meeting narrow deadlines.

Areas of expertise include...

- Strategic Marketing
- Product Marketing
- New Product Launch
- Collateral Design
- Ecommerce & Web
- Social Media
- Account Management
- Financial Analysis
- KPI Reporting & Analysis

Professional Experience

MARKETING SPECIALIST, 2014 to Oct 2018
NIGHTFORCE OPTICS - Lavonia, Georgia

Managed content, consumer engagement, customer education, and brand initiatives for premium sport optics products.

Accountable for the layout, launch, and management of the company website, with over 50,000 users and 300,000 pageviews per month. Created content and collateral in support of commercial, international, and military/law enforcement markets. Managed medium/large scale \$50,000 budget productions with external contractors. Developed creatives, performed non-linear video editing, and processed images using Adobe Creative Suite.

- Drove new product release process for commercial, international, and military markets worldwide.
- Managed all imagery content generation and distribution via broadcast, social, and partner channels.
- Crafted the content, managed the build-out, and maintained the Nightforce experience and online store within the ExpertVoice.com platform. 500+ new members were engaged monthly; annual revenues approached 7 figures.
- Developed the Nightforce newsletter, including writing 90% of the content, with a reach of 25K subscribers and enjoying 35% open and 20% click-through rates.
- Managed social media campaigns through Hootsuite which increased overall reach 20% annually and generated average monthly impressions over 500k.
- Performed the backend database build for integrating all products into the SPS Commerce ecommerce platform.

PHOTOGRAPHER, 2006 to 2014
WAYNE DAYBERRY PHOTOGRAPHY - Lake Worth, Florida

Responsible for digital asset creation and management for small to large scale photo and video projects.

Took this small business from start-up to a position as one of the premiere action sports photography services within the State. Provided professional event photography for high profile clients including: ING, Disney, Publix, Club Med, and Multirace.com.

- Images published in Hammer Nutrition, Youth Runner, Competitor, and Xterra Planet.
- Demonstrated expert knowledge of composition, lighting, and exposure to capture high-profile images in the field.
- Managed a team of six photographers covering the Southeastern region of the U.S.

MARKETING MANAGER, 2008 to 2010
EVENTPICTURES.COM - Los Angeles, California

Managed the marketing and business development functions for this California based technology company.

Analyzed and recommended website usability and feature set enhancements of both the back-end B2B portal as well as the consumer-facing ecommerce store. Reviewed and determined new B2B pricing structures, and photo products for sale.

- Increased photographer client base over 25% through the successful business development programs.
- Created the B2B monthly newsletter and ProPhoto forum servicing 1,000+ member photographers.

BUSINESS OWNER, 2004 to 2006
ALERT COMMUNICATIONS, INC. - Lake Worth, Florida

Sales, installation and service of telephony systems for healthcare practitioners.

Managed marketing, contract negotiation, client servicing, accounting, and business development to ensure company growth and profitability.

- Serviced one of the largest orthopedic practices in South Florida.
- Provided customer training and support through multiple channels (onsite, web, phone).

MARKETING MANAGER, 2001 to 2002
3C NETWORK CONSULTANTS, INC. - Wellington, Florida

Determined the product and service offering, marketing strategy, and managed the go-to-market launch activities.

Applied principles learned in graduate school for the planning, launch execution, and management of this start-up venture. Managed the sales and marketing function from planning and campaign execution to sales engagements and solution deployment.

- Generated a five-figure monthly revenue stream in the provision and servicing of healthcare IT telephony systems.
- Negotiated and on-boarded new accounts which included providing customer training and support via web, phone, and on-site meetings.
- Managed the IT function for one of the largest Orthopaedic surgery centers in South Florida.

MARKETING MANAGER, 2000 to 2001
USALERT, LLC. - Boca Raton, Florida

Performed dual role as a Marketing Manager and Regional Sales Manager

Drove strategic marketing plans, defined target markets and portfolio strategies, product functionality, and new product feature sets. Developed and implemented sales distribution plans, pricing, and go-to-market strategies for manufactured and outsourced products. Developed 1, 3, and 5-year product roadmaps. Managed sales in area of responsibility.

- Networked, prospected, managed trade shows, and established and maintained partner relationships.
- Conducted new channel partnership orientations and training.
- Accomplished \$2M in first years' sales for the launch of a regional sales channel expansion program.

MANAGER, 1996 to 2000
MOTOROLA, INC. - Boynton Beach, Florida

Progressively promoted through Business Analyst, Product Marketing Manager, and Strategic Alliances Manager.

Managed an inside sales and commercial credit portfolio exceeding \$10M. Managed product life cycles, new product pro-forma P&L analysis, feature sets, user interface designs, and product packaging for global product launches. Developed strategic relationships within the wireless space with companies including Dell, Symantec, F-Secure, and McAfee.

- Supported clients in the wireless space delivering logistics automation solutions including DataRadio and Toro.
- Managing the product marketing function for 13 product lines worldwide.
- Developed relationships with industry-leading firms driving early adoption of mobile security solutions.

Education

Master of Business Administration in International Business, University of Miami, Coral Gables, Florida

Bachelor of Science in Finance & Economics, University of Maryland, College Park, Maryland