

Marketing Leader & Strategist

What I do: Help organizations define—and tell—who they are. Out-position complex solutions and ideas in competitive markets. Champion a customer-centric marketing culture. Grow market share.

Who I am: Rare combination of high creativity, analytical focus and tactical know-how. Enterprising. Change agent. Multi-media brand storyteller. Skilled presenter. Accomplished writer with journalism experience.

What I use: Adobe Premiere, Pardot, MailChimp, Salesforce, WordPress, Sprout Social, Hootsuite.

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- Brand strategy
 - Message development
 - Product naming
 - Product roll-outs
 - Digital strategy
 - Content marketing
 - Sales enablement
 - Video production
 - Copywriting
 - Marketing leadership
 - Communications & PR
 - Market analysis

Experience

NCR

(Atlanta) Jan. 2017 - May 2018

Senior Marketing Manager, Brand Strategy

Served as a key member of the startup NCR Silver team—which produces cloud-based solutions for small businesses merchants—defining the message, running external communications and growing market share

Drove brand identity & positioning efforts as well as digital strategy for product rollouts; continued earlier responsibilities such as customer marketing, case studies, video production

- Led a vibrant strategy to reposition NCR Silver, differentiating it with new messaging and customer-centric campaigns aimed at celebrating merchant success.
- Envisioned, wrote and produced a series of videos featuring quirky personas that explain NCR Silver's complex solutions with relatable stories—[see one here](#)—generating 100k-plus of views.
- Led the 2017 global launch of NCR Silver Quantum, an all-in-one Android point-of-sale system, surpassing expected leads by more than 20 percent.
- Named a product (Ring Up)— saving tens of thousands of dollars—by conducting market research, brainstorming ideas, working with designers, reviewing legal requirements and convincing leadership.

NCR

(Atlanta) May 2014 - Jan. 2017

Content & Promotions Manager

May 2014 - Jan. 2017: Served as go-to resource for content & social media strategy, product positioning, SaaS marketing, copywriting, PR strategy and agency management

- Built the division's content and social media program, defining its place in the market.
- Designed digital campaigns to penetrate verticals, resulting in increased brand awareness and leads.
- Increased website hits from social channels by 200-plus percent from Jan. 2015 to Jan. 2016 with creative campaigns that truly engaged users.

Mahala

(Atlanta) June 2013 - April 2014

Marketing Director

This startup was an early entrant in the mobile payments space, targeting the entertainment vertical

- Spearheaded Mahala's beta launch with strategic messaging and targeted marketing strategies.
- Created & executed a communications plan for celebrity beta partners such as Atlanta Falcons' receiver **Roddy White**, receiving media coverage and increased brand awareness.

D/B/A Blue Hook Studios

(Atlanta) Oct. 2010 - June 2013

Content Strategist

Served as a freelance marketing consultant for agencies and technology companies

- Drove better customer engagement for **Fiserv** by launching a successful journalistic-style executive blog and providing editorial leadership.
- Delivered technology market research and analysis for agencies such as **Manning Selvage & Lee**.
- Re-launched information-management company **In4Grants** with a business plan, messaging, collateral and a PR/content campaign that resulted in an investment, thought-leader status and media coverage.

Trio Media Group

(Atlanta) Dec. 2008 - Sep. 2010

Senior Account Executive

Managed diverse PR accounts and served as this digital agency's lead copywriter

- Spearheaded a legislative PR campaign for the **Marine Corps League** that attracted 6,600-plus petitions, 4,700-plus Facebook followers, and more co-sponsors than any bill in House history.
- Spurred coverage for Marine Corps League in *The Washington Post*, *The Hill*, AP and *The Regular Guys Show* and managed press opportunities for actor **R. Lee Ermey**, who served as spokesperson.
- Boosted awareness of electronic irradiation by conducting media outreach for **ScanTech Sciences**, garnering coverage in a major agriculture trade publication, *Houston Business Journal* and more.

The Content Factor

(Atlanta) Feb. 2008 - Oct. 2008

Copywriter, Account Executive (Contract)

Served technology accounts such as Panasonic, providing message strategy and premium content services

- Developed a digital marketing game, which received coverage in *The Wall Street Journal*, challenging players to guess what companies did based on their confusing corporate descriptions.

Atlanta Business Chronicle

(Atlanta) Sep. 2003 - Jan. 2008

Technology Reporter

Chronicled the birth, success and demise of hundreds of Atlanta technology companies

- Broke a story on Coca-Cola's plans to enter the coffee business and wrote an investigative piece on Georgia Tech's dealings with an allegedly fraudulent and anonymous \$36 million donor.

Education & Military

- **Degree:** BA, Journalism, The University of Georgia
- **Training:** General Assembly's Digital Marketing Bootcamp, Emory University's Screenwriting School
- **Veteran status:** U.S. Air Force—Aerospace Control & Warning—served honorably stateside and abroad