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Skills	<ul style="list-style-type: none"> • Effective, experienced, collaborative leader of marketing, advertising, and inside sales teams • 19 years experience in digital marketing strategy, planning, supervision, and execution • Collaborative and trusted account manager – achieves client goals while growing account • SEM, SEO, Social Media, Content Marketing, Influencer Marketing • Advanced proficiency in HTML, CSS, JS, PHP, MySQL, WordPress, Drupal, Salesforce, and Linux • Extensive experience in marketing technology platforms such as Pardot, Eloqua, HubSpot, Sugar CRM 		
History	<p>Group Media Director 2018 – 2022 MMI Agency – Advertising Agency Houston, Texas</p> <ul style="list-style-type: none"> • Led team responsible for P&G Hair Care digital marketing – Pantene, Head & Shoulders, et al. • Supervised teams of up to 35 advertisers and creatives to design and execute multi-million dollar cross-channel advertising campaigns • Directed expectation-surpassing advertising operations for several global CPG brands • Negotiated contracts and expansions with new and existing clients • Fostered an analytics-based culture to make informed optimizations driving both on and offline revenue • Increased a key client's investment in MMI services by more than 300% over three years <p>Executive Director of Demand Generation 2013 – 2017 SalesStaff – B2B Marketing Services Stafford, Texas</p> <ul style="list-style-type: none"> • Led marketing department comprised of 11 specialists, Salesforce administrators, and inside sales professionals to a 238% increase in monthly sales inquiries • Integrated platforms for a cohesive marketing engine driving a 145% increase in annual revenue • Supervised the development of a new e-commerce property using WordPress and WooCommerce • Selected, implemented, and integrated new marketing automation platforms including Pardot, Act-On, HubSpot, and SalesGenius to nurture an active database of over four million records • Developed custom WordPress plugins to enhance analytics capabilities <p>Internet Marketing Manager 2011 – 2013 iland – Cloud Services Provider Houston, Texas</p> <ul style="list-style-type: none"> • Measure, analyze, and optimize all online marketing mediums • Coordinate marketing strategy and messaging with marketing team members <p>Web Marketing Specialist 2008 – 2011 NetIQ – Enterprise Server Management Software Houston, Texas</p> <ul style="list-style-type: none"> • Established new SEO program and redesigned SEM accounts to dramatically increase inbound leads • Primary Eloqua user – leading role in the selection and early adoption of marketing automation • Enhanced source tracking, and analytics integration; Google Analytics, Omniture, and Webtrends <p>Freelance Web Marketer 2003 – 2008 Divergent Lines – Web Development and Marketing San Antonio, Texas</p> <ul style="list-style-type: none"> • Entrepreneur offering web design, development, and marketing in multiple industries; B2C & B2B • Developed multiple successful e-commerce sites using osCommerce, Magento, and Zen Cart <p>Enlisted Aircrew 1996 – 2000 US Air Force Europe, North Africa, North America</p> <ul style="list-style-type: none"> • Airborne C-130E operations; equipment, cargo, and personnel transport and airdrop • 43 combat missions into Bosnia, Kosovo, and Albania; Air Medal, Aerial Achievement Medal 		
Education	College Coursework	Axia College of the UoP	2005-2007
	High School Diploma	Conroe High School	1995