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(713) 878-8270

Skills	<ul style="list-style-type: none"> • Effective, experienced, collaborative leader of marketing, advertising, and inside sales teams • 22 years experience in digital marketing strategy, planning, supervision, and execution • SEM, SEO, Social Media, Print, Content Marketing, Events, 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>Director of Demand Generation 2022 – 2024 Systel – Rugged Rackmount & Embedded Computers Houston, Texas</p> <ul style="list-style-type: none"> • Optimized existing efforts and launched new advertising channels to increase inbound leads by 900% • Engineered custom, modern lead flow process using WordPress, Zapier, and Microsoft Dynamics CRM • Raised Systel’s public profile by leading media relations agency to a dramatic increase in earned media mentions and articles • Reduced costs, enhanced capabilities, and increased ROAS by bringing advertising efforts in-house <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 • Negotiated contracts and expansions with new and existing clients; increased key client's investment 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 admins, and inside sales professionals • Integrated platforms for a 238% increase in monthly sales inquiries and 145% increase in revenue <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 and SEM efforts; enhanced web analytics; dramatically increased inbound leads <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 <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	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">College Coursework</td> <td style="width: 33%;">University of Maryland Global Campus</td> <td style="width: 33%; text-align: right;">1997-1999</td> </tr> <tr> <td>High School Diploma</td> <td>Conroe High School</td> <td style="text-align: right;">1995</td> </tr> </table>	College Coursework	University of Maryland Global Campus	1997-1999	High School Diploma	Conroe High School	1995
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