

**'Pixel Pusher' turned 'People Persuader' seeking a position that utilizes a deep bench of skills and limitless passion.**

## ***work experience***

### **Product Marketing Manager | Destify | March '22 - November '22**

- Designed new company branding and relaunched company website. Began organic lead development program with 20% improvement week-over-week growth.
- Managed Product Marketing Team and launched new content marketing strategy to meet company 3-year plan

### **Director of Sales & Marketing | Call Center Sales Pro | March '19 - March '22**

- Developed a brand and go-to-market strategy that consolidates 5 legacy brands into a cohesive identity with relaunched niche focus.
- Drove over 400% of revenue growth over two years through the development of a Sales & Marketing team
- Trusted leader that has retained both Sales & Marketing teams — built from scratch and built to report consistent productivity.
- Committed to robust process improvement, leading to ownership of CRM and Business Operating System software; helping to oversee projects for operations, customer service, billing, and senior leadership in order to optimize company performance.

### **Interactive Media Project Manager | Joint Commission Resources | November '15 - March '19**

- Assessed and implemented the launching of a new company-wide event marketing application that was deployed successfully across 60+ events during my time in the company.
- Designed and introduced the company's first official app available in the Google Play and Apple App stores.
- Selected to be on a special team chosen to implement a global outreach program aimed at bringing crucial healthcare education to over 80% of the nations seeking to advance their healthcare program quality.
- Streamlined the processes for collecting and distributing educational materials to over 2000 continuing education students using collected student data.

### **Senior Graphic Designer | LiveText | October '13 - November '15**

- Created all marketing materials from the big to the small — both for digital initiatives as well as printed collateral.
- Sourced vendors, completed press checks.
- Developed materials for the most successful company user's conferences in company history, two years in a row.
- Designed the final company branding (prior to LiveText merging with 2 competitors) that was chosen over submitted logo from agency contracted to provide redesign.

### **Senior Graphic / UI Designer | Auto Startups | October '12 - October '13**

- Designed company rebranding — later promoted to handle UI/UX of company platform.
- Promoted into the development team as lead visual designer to assist in agile-developed projects.

### **Graphic Designer / Marketing | Freelance | May '10 - Present**

- Project work including social media, branding, community managements, full website design, UI design, apparel design, logo/branding, presentation design, annual reports, copywriting, trade-show / environmental design, and more.

### **Graphic / UI Designer | mBira Technologies | March '07 - May '10**

- Designed and developed pieces for the company that customers mistook for limited edition items (annual catalogs routinely wound up on ebay being sold as 'collector items' without understanding that they were free, and mailed out on demand).
- Worked under the SCRUM methodology in order to produce UI components on time to the development team to meet deployment.

## ***skills***

*Design* – Photoshop, Illustrator, InDesign

*Presentation* – PowerPoint, Prezi

*Misc.* – HTML, CSS, Zoho One (CRM, Desk, etc.), WordPress / CMS

*General* – Copywriting, Editing, Digital Photography, Team Building

## ***education***

*Indiana University / Purdue University at Indianapolis (IUPUI)*

Herron School of Art — Graduate May 2004

BFA in Fine Arts, Minor in Creative Writing