

Marketing leader offering 25 years of experience in SaaS, technology, e-commerce, real estate, financial services, and outdoor sports industries. I have led a wide variety of projects, from ideation through implementation, encompassing user acquisition, conversion optimization, marketing automation, user onboarding, content marketing, and strategic partnerships. I'm highly motivated by the opportunity to create growth by delivering customers a great product with a remarkable experience.

Key Outcomes and Results

- Project leader for two end-to-end marketing automation implementations
- Led and managed the development and implementation of new customer onboarding plan and communication plan to increase customer retention rates
- Created several measurement, reporting, and dashboard systems for both marketing and business wide purposes
- Created and managed implementation of annual marketing and growth plan to meet business objectives
- Created and implemented several workflow optimization systems

Key Strengths and Competencies

- Strategic marketing mindset with the ability to plan and execute effectively
- Effective leadership and management of individuals and internal teams
- Sourcing and managing external vendors including creative, technical, SEO, and PPC
- Creative writing and content development for email, web, long form print and advertising
- Marketing budget development with data driven prioritization and optimization of resources
- Customer focused, growth and results driven, goal-oriented personality
- Public speaking and presentations in person and on the web

Professional Experience

Rafflecopter, Boulder, CO

Director of Marketing, 2014 — 2017

Provided leadership and support to a marketing team of 3 on strategy, implementation, and management. Led customer acquisition, revenue, and LTV growth efforts through optimization of acquisition channels, building strategic partnerships, conversion rate optimization, and content marketing initiatives. Reported to Founder as part of a fully remote team.

- Played key role in building onboarding & communications programs that contributed to 32% increase in Average Revenue Per User and 30% increase in Lifetime Value in one year.
- Built an analytics infrastructure and business KPI dashboard to monitor key SaaS metrics that helped guide product development initiatives and business processes.
- Developed and led implementation of improved business team workflow management system.

TrainingPeaks, Boulder, CO

Conversion Marketing Director, 2012 — 2014

After company expansion and department split, transitioned to lead efforts to maximize revenue through conversion focused marketing. Developed and executed demographic and behavioral based engagement strategies using targeted messaging - primarily emails and landing pages - to segmented customer populations, repeatedly analyzed, tested and optimized to increase conversion and decrease churn. Reported to the CMO.

- Developed and implemented customer communication plan that met company goal within 6 months to improve revenue through email channel by 3x.
- Project manager for the selection and implementation of marketing automation platform (Responsys) and data integration of 500,000 contacts, that included collaborating with several internal and external teams.

Director of Marketing, 2011 — 2012

Managed the operations, budget, and staff of the 4 person marketing team, including outside vendors, plus provided analytics driven customer-centric consulting to all marketing and sales campaigns, including international markets. Reported to CMO.

- Developed and implemented social media marketing plan that led to 7.5% increase in website traffic and 58% growth in Facebook followers within 5 months.
- Implemented website improvements that led to increased traffic, insight into website effectiveness through newly established goals set up in Google Analytics, and higher organic search rankings.
- Developed and managed the development of SEO/SEM and Google Adwords campaigns.

Montague Corporation, Cambridge, MA**Marketing Manager, 2010 – 2011**

Managed a team of 3 and led all marketing efforts including budget, digital presence, print collateral, events, plus dealer, distributor, and consumer marketing for bike manufacturer to US and international markets. Sourced and managed outside vendors for SEO and event services. Reported to Founder/CEO.

Direct Capital Corporation, Portsmouth, NH**Interactive Marketing Manager, 2009 – 2010**

Managed the development and execution of corporate interactive marketing strategy. Reported to VP, Marketing.

- Project leader in company website redesign including all components from development of project plan, working with departments and design agencies through design process, and overseeing promotion.
- Project leader on selection, design, and implementation of marketing automation system (Marketo).

Coldwell Banker Criswell Wolcott Realty, Dover, NH**Co-Owner & President, 2000 - 2006**

Co-founded, developed, and grew a start-up real estate brokerage to 17 real estate agents and 3 staff members. Successfully created and implemented critical systems including marketing, lead generation & lead conversion.

Education and Credentials

Bachelor of Arts, Economics - University of New Hampshire, Durham, NH

Professional Development:

- **Inbound Marketing Certification** – Completed certification program administered by Hubspot that covers blogging, social media, search engine optimization (SEO), lead conversion, lead nurturing.
- **E-Myth Leadership Business Coaching** – Comprehensive 18 month coaching program focusing on business systems development and performance measurement.
- **Anthony Robbins Mastery University** – 16-day peak performance program with Tony Robbins focused on optimizing time management, personal and professional relationships, career & health.

Technology Tools and Skills

Analytics:	Google Analytics, Mixpanel, Segment, Google Search Console, Google Tag Manager
CMS, SEO and Testing:	Wordpress, Squarespace, ModX, Kentico, Umbraco, Litmus, Moz, Optimizely
Marketing Automation/CRM:	Responsys, Marketo, Hubspot, MailChimp, Constant Contact, Customer.io, Intercom, Sendgrid, Salesforce
Ad platforms:	Adwords, Bing, Adroll, Facebook, Twitter, LinkedIn, Outbrain
Project Management:	Asana, Trello, Pivotal Tracker, GitHub, Basecamp
BI and Dashboard:	Klipfolio, Baremetrics, Chartio
Productivity, Design & Support:	Google Apps, MS Office, Adobe CS, Pixelmator, Sketch, InVision, Marvel, Zendesk, Help Scout, Olark
Other Skills:	Working knowledge of HTML, CSS, Javascript, SQL

Additional Interests

- **Soccer** - Collegiate scholarship player, high school soccer varsity coach, and youth soccer referee.
- **Endurance & Outdoor Sports** - 1x ultramarathon finisher, 2x Ironman, 6x Half Ironman finisher, 5x marathon finisher, active cyclist and runner. Founding member of Vento Triathlon Club and board member for Granite State Tri Club.
- **Ironman Lake Placid Triathlon** - Raised \$130,000 for Southeast NH Habitat for Humanity and \$40,000 for Bretton Woods Adaptive through the Janus Charity Challenge.
- **Volunteering** - Past Board Member, The HUB Family Resource Center. Volunteer Ski Instructor, Ignite Adaptive Sports. Past Member, The Rotary Club of Dover. Past Board President, New England Real Estate Network.