

PROFILE OVERVIEW: Experienced Marketing Professional ▪ Relationship Builder ▪ Strategic Planner ▪ Project Manager ▪ Strong Leader

CAREER SUCCESSES

InHouse Digital

Head of Sales and Marketing

2022 - Present

Oversee and lead comprehensive sales and marketing initiatives. Develop and execute strategies that drive business growth, elevate brand visibility, and foster robust client relationships. Manage cross-functional teams, crafting persuasive pitches, and leveraging data analytics to optimize strategies. Proficient in aligning creative vision with market trends to achieve exceptional outcomes.

Sales Leadership

- Developed and executed a comprehensive sales strategy, achieving an increase in revenue growth
- Led and mentored a high-performing sales team, fostering a collaborative and motivated work environment.
- Established and nurtured strategic partnerships, resulting in expansion of the client base.

Marketing Strategy

- Created and executed targeted marketing campaigns, increasing lead generation and enhancing brand visibility.
- Monitored market trends and competitor activities, identifying key opportunities for differentiation and innovation.
- Produced compelling marketing content and collateral that engaged target audiences and increased website traffic.

Client Relationship Management

- Built and maintained strong client relationships, ensuring exceptional satisfaction and repeat business.
- Collaborated closely with project delivery teams, facilitating seamless execution and client success.

Team Collaboration

- Fostered a cross-functional work environment by partnering with design, development, and project management teams.
- Aligned sales and marketing efforts with company values and goals, promoting a cohesive team spirit.

Data Analysis and Reporting

- Utilized data-driven insights to refine strategies, resulting in improvement in key performance indicators.
- Regularly analyzed and reported on sales and marketing metrics, enabling informed decision-making.

Budget Management

- Manage marketing and sales budgets and resource allocation, optimizing ROI and ensuring efficient resource utilization.

The Boston Group, Boston MA

Creative Project Marketing Director

2021 - 2022

Orchestrated dynamic marketing strategies and managed multifaceted projects, ensuring seamless collaboration between creative teams and strategic initiatives. My role encompassed overseeing the conceptualization, execution, and delivery of innovative campaigns that captivated audiences and delivered impactful results.

- Establish and maintain the project pipeline, process, creative and production schedules for the entire agency, resulting in work that is on time and on budget, without sacrificing creative quality.
- Manage and execute 40 -50 projects at a time.
- Oversaw all client trade shows and sales meetings
- Work hand-in-hand with marketing, design, copy, and client services to ensure teams/projects are set up and executed for success.
- Increased productivity by 50% in the first 6 months.
- Creatively oversee development of production creative assets, including audio, live action video, animation, and photography.
- Collaborate with business partners to identify the most appropriate creative solution for business needs.
- Serve as the team's manager, mentor, and go-to-problem-solver.
- Manage and execute all social media and email campaigns.
- Managed all freelance and contract resources, where necessary.

East Coast Catalyst, Boston, MA

EVP of Creative, Client Services and Project Management

2016 - 2021

Responsible for the management, coordination and completion of projects throughout the agency's client base. Create website strategy, plan, set deadlines, assign responsibilities, manage traditional and digital events, motivate staff, liaise with clients, and monitor projects to completion.

- Managed and grew customer relationships, revenue, and profit across the enterprise.
- Increased productivity and efficiency to 93%.
- Increased upsell revenue by 80%.
- Oversaw a 5.5 million budget across the client base.
- Created proposals to determine goals, costs, timeline, funding, and staff requirements.
- Developed and maintained healthy and productive relationships with clients, executing on all project needs from pitch and proposal through to final delivery across brand, marketing and web project types.
- Managed 9 direct reports and 5 outside development vendors.
- Create and champion a persistent focus on the customer in the company's goals, actions, and business practices.
- Oversaw 50+ projects at a time from branding, creative and digital.
- Develop strategic plans and requirements for client website projects.
- Created an employee recognition program that boosts motivation, morale and employee engagement.

InHouse Digital, Portsmouth, NH

Founder -Managing Partner

2013 – 2016

Provided leadership and guidance for a fast-growing digital marketing start-up company focused on delivering integrated strategies, solutions, and development across digital assets, including the web, mobile, and custom applications.

- Provided financial, strategic, and operational leadership focused on accelerating the top line and improving profitability.
- Spearheaded company-wide policy decisions, budgets, financial management, sales/marketing functions, and client relations.
- Led multi-disciplinary teams to capitalize on promising new opportunities, launch innovative ideas, and unlock enterprise value.
- Oversaw the execution of all digital projects within the organization and managed Digital Project Management team.
- Developed strategic partnerships and enhanced the operating model.

Atom Group, Portsmouth, NH

Head of Sales, Marketing & Client Relations

2010 - 2013

Create and execute comprehensive sales and marketing initiatives for an innovative digital strategy and development focus, tackling intricate business challenges. By articulating a compelling value proposition, I strategically positioned the Atom Group as a premier industry leader in the digital agency landscape, crafting business plans with strategies and tactics that consistently outperformed revenue projections. Through a successful brand revitalization and customer strategy, I achieved favorable sales growth. My responsibilities encompassed the entire sales and marketing spectrum, orchestrating relationship cultivation, presales efforts, solution-driven sales, proposal creation, contract oversight, existing account management, and comprehensive sales reporting and presentations. Leading creative projects, I collaborated with external contractors to ensure precise execution of clients' creative visions. I represented the company in client meetings, speaking engagements, and media interviews, while also overseeing marketing, public relations, event management, community outreach endeavors, and participation in trade shows.

The Blasia Group (Merged with The Boston Group), Boston, MA

Managing Partner

2008 - 2010

Defined and executed the creative vision and strategy for a prominent design and web development firm. My leadership encompassed cross-functional teams, driving long-range plans, innovative market strategies, and core business growth. By overseeing company operations, I heightened production efficiency, quality, service, and resource management. I introduced a data-driven approach to cost management, capital deployment, and governance, complete with performance metrics for operational and financial excellence. In addition, I managed the Client Services Team, handling top-tier clients, while directing resources to enhance capabilities and accommodate rapid growth. My role involved delivering diverse creative components, from photo/video shoots to advertising campaigns and design projects.

Vice President of Sales and Marketing

2006 - 2008

Revitalizing a stagnant web development firm into a revered boutique agency, reshaping the market after 4 years. Achieved exceptional sales growth, surpassing annual targets by 100%, utilizing adept product knowledge, targeted marketing, and promotions. Led cross-functional teams to provide top-tier client service and established impactful performance metrics for operations and finance. Adept at devising and executing strategic sales and marketing initiatives.

Monster Worldwide, Maynard, MA

Associate Creative Director / Project Management

1999 - 2006

Proven track record of driving revenue growth for a global employment website with \$750M in annual revenue. Managed a diverse portfolio of projects including events, overseeing 8 external agencies and vendors. Led cross-disciplinary teams to enhance productivity, identify opportunities for improvement, and implement strategic initiatives. Expertise in developing targeted marketing strategies for diverse consumer and B2B segments. Skilled in budget management, contract negotiation, and event planning. Adept at creating detailed project work plans and delivering metrics-driven insights to senior management.

Stride Rite Corp, Lexington MA

Corporate Marketing Events, PR and Licensing Manager

1996 - 1999

Oversaw all aspects of marketing, public relations, events, and trade shows for Stride Rite Corporate. Managed corporate and international sales meetings and all licensing trade shows. Negotiated licensing agreements with partners, such as Todd Oldham, Lilly Pulitzer and Cynthia Rowley. Managed 3.7 million dollar budget

Product Marketing & Event Manager (Keds Brand)

Launched strategic market plans that directly impacted sell-through, drove new product launches, and enhanced trade/consumer product knowledge. Oversaw retail and trade promotions, budget management, and design to maximize brand and product exposure. Managed all aspects of event planning and implementation for brand fashion shows, annual sales meetings, and trade shows. Managed 2 million dollar budget

Converse Inc., Lexington MA

1988 - 1996

Customer Service Marketing Representative / Senior Product Development Manager

Oversaw events, including fashion shows, sales meetings, trade shows, etc.; developed all marketing materials for these events. Managed all product development and marketing functions for the Asian, Southern European, and domestic products in a \$120M Custom Footwear division. Directed design and development process for catalogs and POS.

EDUCATION

Salem State University, Salem, MA - Bachelors in Business Administration 1985 - 1989

COMMUNITY SERVICE

Board of Directors - Chase Home for Children

Volunteer - New England Donor Services Volunteer

Volunteer - The Heart Brothers Liaison w/ Beth Israel Medical Center / Tufts Medical Center