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## ABOUT

Results-driven marketing leader with a hunter mentality and a proven track record of driving business growth through strategic branding, revenue-focused campaigns and achieving sales goals. Extensive experience in SEO/SEM, web development, copywriting, advertising and public relations, with an ability to identify market opportunities that convert into sales. Developed in-house marketing departments at Hoover Group, Mercy Medical and Superb Foods, eliminating each company's reliance on agencies.

## EDUCATION

- BFA Kutztown University, Kutztown PA
- **Auburn University [ATAC]** Servant Leadership **OOH Team**
- **STS Marketing College** Scholarship Recipient  
Travel Marketing Professional Certification
- **UA Flawless Delivery** Hospitality Certification
- Continuing Education, HTML & Websites USA, Mobile, AL

## COMPUTER SKILLS

- Operating Systems: MAC OS and Windows;
- Adobe CS: Photoshop, Acrobat, Illustrator, InDesign; Adobe Express  
Other: Canva; iMovie; iPhoto; Toast; Constant Contact;
- Microsoft Office: PowerPoint, Publisher, Word, Excel, Outlook;
- Shopify; WordPress; Indeed; Google Analytics; Google Ads;  
Meta Ads Manager

## EMPLOYMENT

**Dec. 2016 - Present** | Marketing Director | **ARK Restaurants** NY, NY. In 2016, ARK purchased Superb Foods, the management company of the Original Oyster House Restaurants, Geez Louise Boutique, the Boardwalk and Joe & Dave's Sauces & Seasonings

**Oct. 2013 - Dec. 2016** | Marketing Director | Superb Foods, Fairhope, Alabama

**May 2004 - Oct. 2013** | Marketing Communications Officer, Creative Service MGR | Mercy Medical, Daphne, Alabama

**2009-2012** | Independent contractor | Pilot Catastrophe, Mobile, Alabama

**2002 - 2004** | Marketing Director | Balloons Everywhere, Fairhope, Alabama

**1993 to 2003** | Marketing Services Manager | Hoover Materials Handling Group, Inc., Fairhope, Alabama

## WORK EXPERIENCE

### Marketing Leadership & Strategy

- Planned and executed all phases of marketing programs, serving as the liaison with business administrators, media, foundations, and community organizations.
- Managed \$700,000+ marketing budgets, ensuring optimal allocation of resources. Developed comprehensive marketing plans, aligned to the company's strategic plan, contributing to strong sales and market share.
- Executed digital and traditional marketing initiatives, including website, social media, email campaigns, Shopify e-commerce, SEO, SEM, and print advertising.
- Represented the company at events, educational presentations, unveilings, grand openings, job fairs, trade shows, etc.
- Secured and processed a \$32,000 reimbursement grant for Servant Leadership Training through Auburn University's ATAC.

### Campaigns & Content Development

- Developed Google PPC and Performance Max campaigns, resulting in increased website traffic and user engagement.
- Developed multimedia content (presentations, videos, reels and social media posts) to strengthen brand loyalty.
- Wrote and designed sales tools, product catalogs, newsletters, media kits, email blasts, and promotional literature.

- Identified key demographics for direct mail, newsletters, social media, and email marketing campaigns.
- Distributed marketing materials through sales teams, referral reps, and community networks.
- Supervised staff, developed processes, mentored interns, and implemented an archiving system for marketing assets.

### Management

- Negotiated contracts and secured cost-effective services for advertising, sponsorships, giveaways, and media placements.
- Researched vendors to maximize marketing effectiveness and ROI.
- Developed and managed budgets, ensuring precise accounting and forecasting.
- Established efficient procedures for project execution, media targeting, and performance measurement.
- Conducted competitor analysis, collaborating with sales, executive management, and engineering teams to develop targeted campaigns.
- Led strategic initiatives for grand openings, ribbon cuttings, fundraising events, CEU/CME programs, and product launches.
- Managed on-site event planning, microsite development, committee organization, and interactive training sessions.

## VOLUNTEERISM

**2016-Present** **Mercy Associate** Co-Leader | Sisters of Mercy  
**2019-Present** **Oyster Gardener**  
**2017-Present** **ACF** Oyster Shell Recycling Advisory Board  
**2009-2016** Program Chair, Photography, PR | **Polo at the Point**  
**2009-2016** T-shirt Designs | Bayside Volleyball  
**2013** JH Ranch | Outback University  
[Redisigned Brochures in Trade]

## COMPETENCIES

### Public Speaker Shopify Developer

Writer, Editor & Photographer  
Recruiter  
Digital Advertiser  
Illustrator & **Logo Designer**  
**Video Producer**

### Fundraiser

Event Planner  
Trade Show Brand Ambassador  
Public Relations Specialist  
Media Negotiator  
Review & Retention Manager  
Social Media

## AWARDS

**2023** | Mobile Film Office Eva Award | **The Christmas Song**  
**2018** | Gardberg Award | **Ozanam Charitable Pharmacy**  
The award recognizes people who support Ozanam's mission of providing medication to the poor and uninsured.

**2017** | Gold Retailer of the Year | **Original Oyster House**  
**2017** | **Snowbird Fest: Favorite Restaurant**  
**2020, 2016, 2015** ARHA Stars Winning Nominations: **Spirit Award;**  
**Lifetime Achievement;** and **Restaurant Manager of the Year**