

- ▶ Creative concepts
- ▶ Content development
- ▶ Campaign management
- ▶ Copywriting
- ▶ Web promotions
- ▶ Brand strategy
- ▶ Graphic & Web design
- ▶ Proofing & quality control
- ▶ Cost-effective production

Experience

- 4/11 – 12/11 **Communications Specialist Web** – *Oregon Health Authority*, Portland, OR.
Improved presentation of Oregon AWARE, HAI & EIP programs for Oregon.gov. (A,B,D)
- ▶ Designed, developed, copy edited & published website pages.
 - ▶ Revised micro-Web site structure and implemented improved Web user experience.
 - ▶ Total design & production of high-impact promotional print materials.
- 3/10 – 4/11 **Marketing Specialist** – *PECO Manufacturing*, Portland, OR.
Developed product marketing campaigns including: copywriting, graphic design, photography & promotion materials production, Web design, development & site maintenance. (A,B,C)
- ▶ Conceived new branding used across multiple promotional materials.
 - ▶ Designed & produced product brochures, packaging, POP displays & direct-mail.
 - ▶ Produced all outbound communication materials for new product launch.
- 6/08 – 3/10 **Web Designer / Marketing Content Developer** - *Independent Contractor*, Beaverton, OR.
12/11 – Present Produced concepts, messaging, graphics & websites for on-line promotion. (A,B,C,G)
- ▶ Designed & produced websites that consistently achieve defined objectives.
 - ▶ Implemented rich on-line user experience and perform updates to website content.
 - ▶ Deployed e-mail & social marketing campaigns that increased brand awareness.
- 12/06 – 6/08 **Marketing Communications Leader** - *Willamette Dental Group*, Hillsboro, OR.
Primary owner of total development for outbound marketing & promotions. (A,C,D,E)
- ▶ Produced & implemented direct marketing campaigns including; list management & lead generation. Wrote & designed product catalogues, brochures, sales letters, press releases & insurance plan literature.
 - ▶ Marketing department liaison to executive management, legal, compliance, sales representatives & medical practitioners.
 - ▶ Conceived & implemented production improvements that resulted in five-figure cost savings in marketing material production.
- 4/99 – 5/05 **Executive Manager / Account Planner** - *Parker Madison Marketing Studio*, Tempe, AZ.
Led the creation of unique brand & promotional marketing campaigns. (A,C,G)
- ▶ Directed creative development, production & placement of advertising in 120 markets for the *Harlem Globetrotters*. Campaign yielded 12% increase in ticket sales.
 - ▶ Conceived & directed B-to-B product promotions for global high-tech manufacturer. Instrumental in company revenue growth of \$121 MM to \$424 MM over four years.
 - ▶ Led promotional strategies for *Governor's Innovation Awards*, *AIDS Walk* & *Phoenix AAF Chapter* resulting in significant increases in attendance for fundraising events.

Software Proficiency / Environment

A - Adobe Creative Suite (CS3 to CS5); **InDesign**, **Photoshop**, **Illustrator**, **Fireworks**, **Dreamweaver** & **Acrobat**.

B – Custom website development & content management. Also, build websites in **WordPress**, **Joomla**, **OS Commerce** & **ZenCart**. Web server management, administration. Write code in HTML5, XML, XHTML, PHP & CSS3. Integrate Javascript, AJAX & JQuery functions. Configure & manage e-commerce sites. Optimize graphics for Web. SQL database maintenance.

C - Microsoft Office; **Word**, **Excel**, **Outlook**, **Access** & **PowerPoint**. **D** - **SharePoint**. **E** - **SalesLogix**. **G** - **SalesForce**.

Education

Masters of Business Administration: *Arizona State University* ■ Bachelor of Arts: Cum Laude, *Ohio University*