

Results-oriented marketing leader and creative designer with 20+ years of experience driving brand growth through strategic, data-driven campaigns and creative design. Collaborative, organized, passionate, and skilled at leading high-performing initiatives that elevate brand presence, increase engagement, and maximize conversions across various industries.

PROFESSIONAL EXPERIENCE

THE FAE GROUP ADVERTISING AGENCY

Founder & Creative Marketing Director

Remote
2002-Present

- Successfully built and manage a high-performing agency catering to passion-driven small to midsize businesses, non-profits, wellness, hospitality, and CPG clients, achieving a 100% client satisfaction rate.
- Oversee all aspects of operations, including client acquisition, account management, strategic planning, budgeting, performance analysis, design, and client relations while ensuring clear and effective communication.
- Develop and implement integrated omnichannel marketing campaigns and manage and optimize social platforms.
- Consistently deliver innovative graphic design solutions, persuasive marketing content, and impactful social media strategies that surpass client expectations and drive measurable results, leading to improved client KPIs and growth.

MEDIAGENIX

Global Marketing & Event Manager

Remote
2023-2025

- Spearheaded localization of marketing strategies for the U.S., Latin America, and Canada, managing budgets, PR, creative, social, events, and CRM, doubling event engagement in one year and increasing lead conversions.
- Managed creative development of integrated marketing campaigns and led product marketing and event management for international and national trade shows, ensuring cohesive brand alignment across platforms for a SaaS company.
- Oversaw online presence, website, social media, webinars, events, PR, collateral, presentations, and digital advertising.
- Designed creative assets for events, website, email, signage, GTM materials, presentations, digital, and social media.

CONVERGEONE

Marketing & Graphic Design Manager

Remote
2021-2023

- Executed comprehensive digital marketing strategies, including content creation, distribution, and optimization.
- Led the innovation and optimization of webinar operations, tripling audience engagement in three months.
- Created compelling event collateral for national events enhancing brand presence and attendee engagement.
- Developed high-impact brand assets such as infographics, internal communications, sales collateral, go-to-market materials, content, and presentations by translating complex information into clear and compelling branded visuals.
- Redesigned website pages, resulting in higher user engagement, increased website traffic, and improved time on site.

TRADITIONS OF AMERICA REAL ESTATE & HOSPITALITY

Marketing Director

MALVERN, PA/Remote
2010-2019

- Managed \$3M marketing budget, 10-person team, and vendors to execute award-winning multichannel campaigns.
- Increased new home closings by 89% within one year by optimizing digital strategy, PPC, SEO, and social campaigns.
- Designed and executed high-impact events with a 98% home sale closing rate, contributing to 50+ national awards.
- Recognized with three promotions in five years for driving exceptional performance and leadership.
- Led mobile-first website redesign with enhanced UX and interactivity, increasing mobile conversions by 105%.
- Designed and fabricated welcome centers, design studios, and clubhouses, enhancing client hospitality experiences.

EDUCATION

BLOOMSBURG UNIVERSITY

Bachelor of Arts, Fine Art & Marketing

Bloomsburg, PA
2000-2003

MARYLAND INSTITUTE COLLEGE OF ART

Graphic Design Certificate

Baltimore, MD
2003-2004

PENN STATE UNIVERSITY

Web Design Certificate

Great Valley, PA
2004-2005

SKILLS/CERTIFICATIONS

- Adobe Creative Suite, Analytics, Canva, ClickUp, CMS, Google Workplace, Hubspot, Jira, Teams, Slack, Semrush
- Certifications: RYT 200 Kunga Yoga Certified Teacher and Lifestyle Meditation Teacher