

PROFESSIONAL PROFILE

- Results-oriented leader with over 20 years of experience driving design innovation, digital transformation, and strategic go-to-market (GTM) initiatives across global B2B and B2C markets.
- Known for a purpose-driven mindset and creative ability to lead with vision, operational excellence, and organizational precision.
- Expertise in strategic storytelling, ensuring brand consistency across all consumer-facing channels to drive sustainable, measurable results.
- Proven track record of high-impact creative production, event management, customer service, and building award-winning brand experiences.
- Possess an entrepreneurial spirit combined with certifications in RYT 200 Yoga and Lifestyle Meditation which inform a holistic balanced approach to brand communications and work ethic.

CORE COMPETENCIES

Marketing Management, Digital Marketing, Graphic Design, Brand Management, Social Media, GTM Strategy, Event Management, Strategic Planning, Visual, Written & Verbal Communication, Customer Service, Analytical Thinking, Microsoft Teams, Excel, Powerpoint, Hubspot, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Acrobat, Canva

WORK EXPERIENCE

MEDIAGENIX

Brussels, Belgium

Global Marketing & Event Manager

2023-2025

- Strategically managed national and international trade shows while optimizing brand experiences; doubled National Association of Broadcasters annual booth visits, increased qualified sales leads, and improved ROI.
- Managed integrated marketing campaigns and creative assets, achieving a 25% increase in lead conversion rates over six months by ensuring consistent brand alignment across all global platforms.
- Spearheaded marketing strategy, budget, and CRM for North America, Latin America, and Canada, driving a 120% increase in event engagement in the first year.
- Managed creative assets and social media content, and performed full-stack graphic design for GTM materials, successfully adapting European marketing initiatives for seamless integration into the American market.

CONVERGEONE

Bloomington, MN

Marketing & Graphic Design Manager

2021-2023

- Managed the design and rapid deployment of a unified library of high-impact brand assets with sales leadership, streamlining pipeline velocity and guaranteeing corporate identity consistency across acquisitions.
- Drove digital innovation by launching a new, optimized webinar platform and developing targeted landing pages for website rollouts, which maximized lead generation and customer engagement.
- Translated complex information for sales teams and leadership into compelling print and digital collateral, serving as the lead graphic designer to establish a unified, premium brand narrative across all communications.
- Championed corporate social responsibility by providing pro bono graphic design and visual communications for the Women's Leadership Group and Diversity & Inclusion Council.

TRADITIONS OF AMERICA 55+ ACTIVE ADULT REAL ESTATE

Malvern, PA

Marketing Director

2010-2019

- Led a 10-person internal team and managed a robust marketing budget to execute award-winning multichannel campaigns and enhance the quality of life for 55+ active adults.
- Served as full-stack creative director and graphic designer for all print and digital collateral, including email marketing, advertising, social media, video, and photography, ensuring a consistent and premium brand narrative.
- Oversaw a full company rebrand and digital transformation from concept to completion, resulting in a cohesive identity that directly contributed to a 24% increase in annual closings in one year.
- Spearheaded a mobile-first website redesign that significantly increased overall website conversion rates, leading to a 105% increase in goal completions by smartphone users and a 23% reduction in site exit rate.

- Designed and managed the fabrication of interactive welcome centers and clubhouses, implementing community-focused features that enhanced experience and won National Association of Home Builder awards.
- Optimized digital asset accessibility via eBrochures, increasing requests from zero in three years to 1,290 in the first 10 months, demonstrating successful lead nurturing and resource efficiency.
- Executed integrated, multichannel campaigns that generated 3,681 new quality leads and secured deposits on 44 homesites in just two hours during a single pre-sales event.
- Achieved a 98% home sale closing rate at high-impact sales events, earning three promotions and securing over 75 state and national industry awards across a five-year span.

VANGUARD FINANCIAL

Malvern, PA

Graphic Design Marketing Specialist

2006-2008

- Drove investor literacy and elevated client trust by creating and managing high-priority educational content that supported Vanguard's core mission, directly impacting investment success for clients.
- Mitigated enterprise risk and ensured regulatory fidelity by partnering with legal and compliance teams to launch new digital content assets across all platforms, guaranteeing 100% brand and regulatory compliance for investor materials.
- Enhanced brand identity and accelerated new client acquisition by developing visually engaging print and digital investment portfolio packages that significantly improved client engagement with financial products.
- Led visual design execution for strategic client materials, collaborating with marketing and sales teams to conceptualize high-impact results utilizing advanced proficiency in the Adobe Creative Suite.

MWH GLOBAL

Malvern, PA

Graphic Artist

2004-2006

- Designed technical case studies and white papers, successfully translating complex engineering and sustainability projects into compelling narratives that drove 50% greater engagement from key stakeholders.
- Elevated operational efficiency for the branch manager and senior engineers by providing key business support, including collaborating with engineers and project managers to translate complex technical data into clear tables, figures, and graphical imagery for proposals.
- Maintained proposal schedules and databases while ensuring efficient project coordination and client deliverables.
- Assisted with the successful development of a worldwide young professional group within the company of 7000+ employees, promoting cross-functional engagement and talent retention.

THE FAE GROUP AGENCY

Raleigh, NC

Creative Marketing Consultant

2002-Present

- Founded and led a strategic graphic design and marketing consulting agency, consistently delivering a 100% client retention rate across diverse industries, including over 75 mission-aligned clients in the nonprofit, education, real estate, technology, medical, financial, wellness, startup, and CPG sectors.
- Oversaw all operational aspects, including strategic planning, client acquisition, budgeting, graphic design, marketing, and performance analysis for small-to-midsize businesses.
- Provided end-to-end creative direction, implementing comprehensive graphic design solutions, marketing content, and social media strategy/design.

EDUCATION & CERTIFICATIONS

BLOOMSBURG UNIVERSITY

Bachelor of Arts, Fine Arts & Marketing

Bloomsburg, PA

2000-2003

MARYLAND INSTITUTE COLLEGE OF ART

Graphic Design Certificate

Baltimore, MD

2003-2004

PENN STATE UNIVERSITY

Web Design Certificate

Malvern, PA

2004-2005

RYT 200 Certified Yoga Teacher & Lifestyle Meditation Teacher