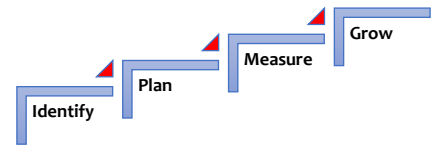


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MARKETING AND BRAND MANAGER

BUSINESS DEVELOPMENT | SALES, STRATEGY & PROMOTION | EMPLOYEE ENGAGEMENT

"I have a talent for identifying pain points and developing creative solutions."

Strategy-focused professional with demonstrated success driving product visibility and profits through skillful marketing, brand management, sales, and customer service leadership.

Proven expertise identifying and capitalizing on revenue-building opportunities that improve competitive positioning and deliver sustainable sales performance.

In-depth experience creating top-performing teams that work collaboratively to overcome obstacles, sustain engagement, drive retention, and energize operational commitment and results.

Strong computer and technical skills including MS Office Suite, Salesforce Pardot, WordPress, and Adobe Illustrator.

AREAS of EXPERTISE

- ✓ Marketing & Promotion
- ✓ Brand Management
- ✓ Email Marketing Strategy
- ✓ Multinational Branding
- ✓ Complex Issue Resolution
- ✓ Critical Thinking & Analysis
- ✓ Customer-Centric Approach
- ✓ Team Collaboration
- ✓ Organizational Leadership
- ✓ Employee Engagement

EDUCATION | PROFESSIONAL DEVELOPMENT

CLEVELAND STATE UNIVERSITY – Cleveland, OH – (MBA) Master of Business Administration

CASE WESTERN UNIVERSITY – Cleveland, OH – (BA) Bachelor of Arts, Economics

Zenger-Miller Management Series ▪ Professional Selling Skills (PSS) ▪ Karass Negotiating Skills ▪ Salesforce.com Advisory Council for the Emerging Leaders Society, United Way of Cleveland and Lorain County

EXPERIENCE AND RESULTS

CARLETON-ROSS INDUSTRIES – Cleveland, OH

2011 to 7/2018

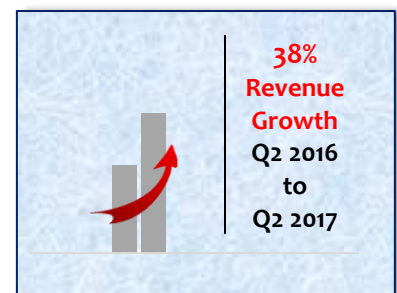
Multinational manufacturer of high-performance adhesive tapes, bags, and cloth rollers.

Marketing & Communications Manager

Reported directly to CEO. Developed product brand standards and rebranding plan. Administered marketing automation project using Salesforce Pardot. Designed marketing strategies and customer-facing collateral to generate revenue and recapture dormant accounts. Managed performance of 7-member multinational marketing team.

Selected Accomplishments:

- Proposed and implemented multiplatform marketing campaign targeted to recover inactive accounts. **Delivered revenue increase of 38% for Q2 2017 vs. Q2 2016** on designated product line for North American business unit.
- Authored press releases, case studies, and product sample brochures for highly specialized aviation adhesive tape product line.
- Partnered with European business manager to research and rewrite product Safety Data Sheets to comply with new European Union REACH and United Nations GHS chemical safety regulations.
- Developed, designed, and launched quarterly newsletter that enhanced team communication, showcased operational milestones, and recognized individual contributions and achievements.
- Recommended, implemented, and led motivational initiatives that boosted employee morale, engagement, and productivity at Cleveland, OH manufacturing facility.



EXPERIENCE AND RESULTS (continued)

SCOOP INFORMATION SERVICES – Medina, OH

2006 to 2011

Former Yellow Pages directory publisher. Currently known as Dexter Hamm Media.

Marketing & Media Manager

Developed advertising campaigns boosting visibility and brand equity for clients by targeting key demographics through print, online, and direct mail platforms. Pursued and secured 6 new lines of business. Cross-sold products and services to existing clients to drive revenue and expand market share.

Selected Accomplishments:

- Demonstrated flexibility and tenacity during major corporate transitions: 2007: Directory Information Services spin off; 2010: Chapter 11 bankruptcy.
- **2009 Recipient | Top Performer Award for achieving 562% vs. revenue goal.**
- **2009 Recipient | National Achievement Award for delivering 120% vs. annual sales goal.**
- Selected to participate in annual management leadership roundtable in recognition of demonstrated leadership ability and subject matter expertise.



JUNO TECHNOLOGY – Cleveland, OH

2000 to 2006

Global leader in storage connectivity and infrastructure solutions for data-intensive computing environments.

North American Channel Sales Manager

Targeted and drove new business to improve financial performance for largest division within storage area networking (SAN) manufacturing company. Conceived and executed sales and marketing plans that captured attention and prompted new distribution partnerships. Hired, motivated, and supervised 9 inside/outside sales associates.



Selected Accomplishments:

- Restructured channel sales strategy to concentrate on Fortune 500 clients and introduce dynamic, new push-pull plan with reseller partners. Initiative triggered new business at DreamWorks, NBC, and Clear Channel Communications; drove over \$100K new revenue, 2000-2001.
- Successfully initiated and secured contracts with 3 North American distributors and negotiated deals with 10 major OEMs (original equipment manufacturers).
- Reduced past-due product invoices from **\$60K to less than \$5K from January 2006 to June 2006.**

PREVIOUS DIRECT SALES EXPERIENCE

KLEMENT K SYSTEMS – Santa Clara, CA

Director of Sales

Recruited to develop outside sales force from the ground up for Silicon Valley technology startup.

COMER MICROCHIPS – Cleveland, OH

Regional Sales Manager, Central Commercial Division

Promoted as a result of successful tenure in hands-on sales position to oversee 15-member inside sales team responsible for 110 reseller accounts. Generated \$25M monthly revenue for \$22B global distributor.