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## SUMMARY OF QUALIFICATIONS

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- Expert creative direction, graphic design, social and online media, marketing analytics and management skill sets.
- Forward thinking digital marketer, with first-hand experience implementing custom CRM and marketing automation SaaS for lead development, lead nurturing and dynamic customer-focused experiences.
- Successfully manages employees, vendors and contract workers at all levels, with a reputation for being positive and flexible.
- Ambitiously initiates new programs with strategic efficiency and innovation.
- Unique design-motivated marketing background with highly honed analytical skills.

## PROFESSIONAL EXPERIENCE

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### ALLEN EDWIN HOMES, PORTAGE, MI

MARKETING MANAGER, JULY 2012 – PRESENT

MARKETING ASSOCIATE, AUGUST 2010 – JULY 2012

Manages all graphic design, content management, brand integrity, CRM, digital marketing initiatives, marketing analytics and online visibility for Michigan's largest home builder. Develops and executes all social and internet related marketing and media. Oversees Realtor relationship programs, events, \$1 million + budget and brand management. Initiates and manages marketing analytics and new directions for CRM software. Provides marketing tracking and research as well as supervising contracted employees. Builds and maintains consistent, positive relationships with 3<sup>rd</sup> Party Vendors.

#### SELECTED ACCOMPLISHMENTS

- Within 3 months, deployed a highly successful company-customized implementation of Salesforce.com, with basic Pardot functionality integrated, including a custom built responsive registration email, social and online tracking, custom dashboards, functional reporting and custom automated scoring and grading of prospects.
- Initiated and manages process to provide continuously updated marketing collateral consistently across various media outlets.
- Initiated and implemented 3<sup>rd</sup> Party review website improvement program, taking scores up from 2.5 stars to 4.5 stars within 3 months.
- Year-over-year, driving more traffic to website through search engine optimization, better content, and 3<sup>rd</sup> party traffic, including social media, email campaigns and strategic planning. From 2012 to 2103, obtained 58% growth rate in website visits and 69% growth rate in unique visits.
- Honed in social media advertising for open houses so that in January 2015, 10 ads provided almost 40K ad views, over 3,500 ad engagements, between 40-65% of in-person traffic at events resulting in 3 home sales.
- Implemented new tracking and analytic programs to improve expenditures, cut costs, and improve lead traffic into homes.

### SELF-EMPLOYED, PORTAGE, MI

FREELANCE GRAPHIC DESIGNER AND MARKETING CONSULTANT, 2006 – PRESENT

Part-time independent designer and marketing consultant. Projects have included menus, print advertising, Facebook company pages, social media strategy and training, websites, and logo designs.

### COMMUNITY ACTION, BATTLE CREEK, MI

MARKETING MANAGER, JULY 2007 – MARCH 2010

Managed all marketing, external communications and related design needs for 300+ employee 501(c)3 non-profit agency. Successfully developed, designed and maintained collateral materials, advertising, media relationships and websites for multiple programs and audiences. Responsible for all aspects of printed literature, including design, concept, consistent branding, copy, and printing.

#### SELECTED ACCOMPLISHMENTS

- Successfully created and enacted a 7-week re-branding plan, including implementation of a new name and logo, creating user-friendly templates, style guides, signage and coordinating a media unveiling event.
- Authored extensive press release program and strengthened media engagement through professional relationships.
- Initiated and coordinated internship program for the agency, including supervising marketing internship.
- Strategically directed largest fundraising event for the agency with six concurrent locations, cutting the spending by over 70% in the first year and increasing donations and participation for three consecutive years.

### MANATRON, INC., PORTAGE, MI

PROPOSAL COORDINATOR, JUNE 2005 – JULY 2007

Coordinated teams and wrote/edited proposal responses to government requests for proposals (request for bids). Created sales support materials, including demonstration handouts, qualifications to serve booklets, graphical depictions of software business processes and various other design/written work as needed.

#### SELECTED ACCOMPLISHMENTS

- Managed team efforts of up to 15 employees per team for company responses. Worked with numerous remote-location employees.
- Consistently achieved corporate sales objectives by managing multiple (10+) projects concurrently under very strict deadlines.
- Expanded working relationship with printing/publishing companies across the country to publish materials on-site, achieving significant reduction in production time.

**PROFESSIONAL EXPERIENCE (CONTINUED)**

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**BLUEGRANITE, KALAMAZOO, MI***OFFICE MANAGER/MARKETING ASSISTANT, APRIL 2004 – AUGUST 2004*

Created and implemented various marketing campaigns, including mailer/postcard campaigns and company stationary design. Co-chaired coordination of a “red carpet debut” 5:01P.M. event for numerous community members.

**STEVENS WORLDWIDE VAN LINES, SAGINAW, MI***MARKETING DEPARTMENT ASSISTANT, MAY 2002 – AUGUST 2002*

Helped organize/implement advertising and trade show campaigns. Public relations intermediate. Wrote and illustrated coloring/activity book for children K-6.

**L.T. ORIGINALS, SAGINAW, MI***SELF-EMPLOYED ARTIST/CRAFTER, JULY 1998 – DECEMBER 2006*

Started own business painting Christmas ornaments at age 16. Created online store in 2001. Self-taught web design, online optimization and online marketing.

**VOLUNTEER SERVICE**

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**KOREAN KIDS AND ORPHANAGE OUTREACH MISSION (KKOOM), PORTAGE, MI***MEMBER, BOARD OF DIRECTORS, OCTOBER 2010 – PRESENT*

In addition to general Board of Director responsibilities, provides marketing and graphic design support to the organization, including design of ads, collateral material, web/email campaigns, direct mail design, and marketing analytics. Provides, on average, 5-15 hours per month of volunteer time.

**WOODLAND PARK AND NATURE PRESERVE, BATTLE CREEK, MI***WEB DESIGNER/WEB MASTER, JULY 2010 – PRESENT*

Designed and maintain website and analytics for park. [www.woodlandparkbc.com](http://www.woodlandparkbc.com). Approximately 60-80 hours of initial design work volunteered. Average of 10-20 hours per year to maintain.

**EDUCATION**

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**BACHELOR OF ARTS IN ART EDUCATION. DECEMBER 2004****3.76 GPA***Lee Honors College, Western Michigan University, Kalamazoo, MI***AMERICAN MARKETING ASSOCIATION MEMBER. APRIL 2008 – APRIL 2010****COMPUTER LITERACY**

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Microsoft Word, Excel, PowerPoint, Access, Visio, SharePoint; Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Flash; HTML, DHTML, JavaScript, CSS, Joomla, WordPress; Digital Imaging/Manipulation; Website Design and Optimization; Social Media; Content Management Systems; Salesforce.com, Pardot, Google Analytics, Google AdWords, WordPress, Blogger, Windows and Mac interface.

Credentials, portfolio samples, and references available upon request.  
Please treat resume with strict confidence.