

Profile Strategic center-brained marketer with digital, brand development, creative and leadership experience

Experience

Element Three, Indianapolis, Indiana

MARKETING MANAGER, 2015 – 2016

- Direct all internal agency marketing efforts including go to market strategy, lead generation, content marketing, project management, digital analysis, partnership development, media relations, social media and conversion rate optimization
- Lead complete agency brand evolution including new website, stationery package, office renovations, partner messaging and presence at HubSpot's annual user conference
- Oversee state-wide annual marketing conference including sponsor renewal and acquisition, speaker booking, format, ticket sales, content strategy event planner management and app development
- Initiated content marketing campaign in first 30 days with a converged approach resulting in web traffic increasing 70% MoM, leads up by 68% MoM and MQLs growth of 219% QoQ
- Strengthened and created new partnerships for content collaboration, cross-promotion, affiliate relationships and adoption into agency partner programs

ACCOUNT EXECUTIVE, 2014 – 2015

- Served as chief marketing strategist for multiple B2B / B2C clients in collaboration with dedicated internal team – including project timeline and profit management
- Consultatively sold in new work to existing clients, managed forecast and helped agency grow retained business by 210% over the past 24 months
- Enriched agency efficiency through initiation of dedicated client team approach
- Generated an improved website development process that led to immediate improvement of agency ROI and enhanced client satisfaction in first 90 days

MediaSauce, Carmel, Indiana

ASSOCIATE CREATIVE DIRECTOR, 2012 – 2013

- Championed a new strategic neuromarketing approach to sales-focused creative production alongside acclaimed international partner - which quickly grew to over 50% of agency revenue
- Inspired and managed in-house designers, developers and writers to produce first class brand assets, sales tools, promotional materials, animations and websites
- Presented in over 100 client meetings to 14 clients in first 12 months

INDYCAR, Indianapolis, Indiana

BRAND STRATEGIES DIRECTOR, 2010 – 2011

- Produced and directed national/regional television, radio, print, outdoor, web and event creative through agency partners, in-house production departments, support staff and freelancers
- Worked with executive groups to launch entitlements partners IZOD and Firestone
- Orchestrated re-branding launch for INDYCAR, formerly Indy Racing League
- Responsible for creative marketing relationship with 17 domestic and international promoters

CONSUMER MARKETING MANAGER, 2005 – 2010

- Provided day to day marketing direction for custom publication, mobile marketing program and licensees
- Co-managed international launch of fan loyalty program, exceeded growth goals in first year 400%
- Facilitated and led consumer experiential marketing programs, research and events across the U.S.

MARKETING SERVICES COORDINATOR, 2002 - 2005

- Concepted, led and introduced branding of company's development racing series
- Established brand management protocol and platform for media, licensees, teams and sponsors

Paramount Theatre Centre, Anderson, Indiana

MARKETING MANAGER, 2001 - 2002

- Accountable for all media relations, advertising, design, website, promotions, talent relations, sponsorships, and assistance in booking of talent
- Launched website and created email marketing program to drive awareness and loyalty
- Initiated a customer acquisition tracking system to measure effectiveness of marketing strategies

Education Ball State University, B.S. in Communication, Information and Media, 2000

Related Accomplishments

- Multiple Addy & Telly Awards
- 2012 Rookie & Project of the Year
- Tatum's Bags of Fun Advocate
- IU Event Advisory Board
- Eschionthronic Founder
- Ball State University AAE Alumni