

Marketing & Communications

Technical & Operational Marketing Strategist | Relationship Builder | Digital Content Manager

Key player in helping companies organize marketing efforts, introduce sales/marketing technology into their business, create innovative messaging, and execute established marketing strategies to improve visibility and drive revenue. In each company brought unwavering commitment to business goals and support to cross-functional teams — positive, enthusiastic, creative.

- Assisted in increasing sales revenue to \$66M by rebranding company and implementing ad/marketing campaigns
- Leveraged and strengthened relationships with management, cross-functional teams, and vendors to ensure goals and deadlines were always met
- Designed digital and print materials, updated websites/SEO, improved sales tools, and utilized social media heightening visibility 100% and better positioning companies in the marketplace and against the competition
- Recognized for producing one of the most successful trade shows in Palm Beach County

Expert at Developing & Managing Integrated Marketing Campaigns, Materials, Logos, Branding, & Digital Content

Signature Strengths:

Sales & Marketing Leadership | Strategic Planning & Marketing | Branding | Marketing Campaigns & Events | Digital Content | Social Media | Website Development | Email Communications | Sales Presentations/Tools | Collateral | Project Management | Trade Shows | PR | Google Ads & Review Maintenance | Competitive & Product Analysis | Reporting | Vendor Relationships |

COMPUTER & TECHNOLOGY SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop), MS Office: Word, PowerPoint, OneNote, SharePoint, Excel), social media Marketing Automation Platforms: MailChimp, Constant Contact, Content Management Systems: Drupal, WordPress, WIX PPC/SEO, Google Analytics, HTML, CSS, MySQL, JavaScript, Flash; Wintac; Google Workspace

PROFESSIONAL EXPERIENCE

STEPHEN K. DENNY, INC., Jupiter, FL

Sales & Marketing Specialist

2019 - 2020

Leveraged Internet and traditional marketing strategies to grow the HVAC business. Updated social media, website and sales materials, handled Google ads and reviews, and partnered with vendors. Contacted customers to determine needs and finalize sales and installations for HVAC systems. Hired and managed sales coordinator and lead generators at retail locations including Lowes and Costco.

- Introduced an approach to track success of lead generation portals as well as the sales team in an environment with no content management system
- Increased customer satisfaction by improving overall efficiency and effectiveness of Sales & Marketing Department

UNITED TECHNOLOGIES CORPORATION / CARRIER CORPORATION, Palm Beach Gardens, FL

Marketing Content Contractor - Customer Experience

2019

Delivered marketing and content management strategies to enhance and upgrade the Customer Experience Center showcasing products and services. Collaborated with six departments, developed and managed digital content (videos, slides, photos in Infographic Event Displays), and coordinated key content management processes with IT, internal staff, and vendors. Interacted with Communications Team, Marketing VP, Director and Senior Management, Events, Legal, and other units.

- Updated videos and displays for the Customer Experience Center meeting all deadlines and achieving all deliverables
- Introduced new appealing ways for clients and sales to visualize the Center's display of products and potential applications
- Instituted consistency and efficiency by organizing content management processes and procedures in all departments

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AMC CONSTRUCTION CORPORATION, Lake Park, FL**Marketing Communications Specialist - Commercial & Residential Construction****2016 - 2018**

Improved marketing strategies boosting sales revenue to \$66M by 2017. Rebranded company creating a website, digital materials, and updated social media sites, collateral, and portfolio. Managed corporate marketing and communications function including digital marketing, PR, and Marketing emails. Implemented SEO and Google Analytics. Created marketing campaigns and assisted Sales to Business Development with new software programs to RFP and sales tools. Reported to Director of Ops.

- Reduced overall expenses 15% and print costs 25% through cost-effective marketing management and vendor negotiations
- Collaborated with senior management to create RFPs, which generated more than \$20M in new annual sales
- Recognized for promoting one of the most successful trade association events (Associated Builders and Contractors) in Palm Beach County

VELOCITY COMMUNITY CREDIT UNION, Palm Beach Gardens, FL**Marketing Specialist****2014 - 2016**

Implemented and managed quarterly events and promotions to heighten brand visibility and increase loan portfolio.

Developed marketing programs in four branch locations for new and existing members. Created messaging, email newsletter and ads. Continually updated the website and social media. Designed events to raise money for charities including Peggy Adams Animal Rescue League. Interacted with CEO, CLO, Business Development Director, Communications Director, and customers.

- Surpassed marketing goals and in two years expanded member base by 21% boosting loan portfolio to \$100M
- Launched first-ever integrated multi-channel print, social, and digital media, GEO targeting, and direct marketing campaign
- Created and hosted International Credit Union Day, an event which drew the best turnout in the history of the company including the Board of Directors, coverage by media, and more than 200 attendees
- Redesigned the internal monthly newsletter resulting in more readership and better-informed employees

HORIZON TILE & CARPET, INC., Jupiter, FL**2012 - 2014****Scheduling Manager / Operations Assistant (2012 – 2014)****Office Administrator (2012)**

Promoted to manage scheduling and allocation of personnel/crews for as many as 20 simultaneous construction projects.

Tracked materials and oversaw budget for each project without purchasing software or content management system. Dealt with superintendents and project managers of each construction site and followed up with clients on progress of projects.

- Closely monitored and manually tracked 20+ projects, released and shipped all materials, met all deadlines, and ensured projects remained 'on budget'
- Kept detailed records of materials used for each project to save on waste and reduce costs

EARLIER CAREER EXPERIENCE**ABOVE & BEYOND REPROGRAPHICS, INC. / SEARCY DENNEY, PA, West Palm Beach, FL****Marketing Manager****1994 - 2001**

Rebranded company to heighten visibility and value. Led corporate marketing campaigns and events, managed account sales, developed client proposals, executed production projects, produced digital designs, created tradeshow displays and collateral.

- Improved production to meet deadlines, enhance customer experience, and drive future growth
- Increased sales 110% by bringing in a new client base and nurturing relationships

FLORIDA PUBLIC UTILITIES, West Palm Beach, FL**Marketing Communications Manager & Spokesperson - Conservation, Safety, Corporate & Consumer Initiatives** **2002 - 2010**

EDUCATION: Bachelor of Science in Communications / Minor in Graphics - Florida State University, Tallahassee, FL
Associate of Arts in Advertising Design - Palm Beach State College, Palm Beach Gardens, FL

PROFESSIONAL DEVELOPMENT: User Interface (U.I.) and Web Development – PC Professor, West Palm Beach, FL
Digital Marketing – Palm Beach Code School, North Palm Beach, FL, HubSpot – Pursuing certification