

Name

Street Address

City, State Zip

Phone/cell

Email

Overview

Results-driven professional in marketing and communications strategic planning and development with over 15-years of combined corporate and private consulting experience in multi-level project management. An extensive history of success in creating comprehensive communications, brand and viral marketing campaigns. Solid reputation as a leader with a unique ability to manage multiple, diverse teams and foster development in a wide range of environments. Possesses exceptional problem-solving skills.

Professional Experience

Visionary Communications, LLC Colorado Springs, CO

Executive Director and Communications Consultant, 1998 -Present

Privately-owned consulting firm that provided a wide range of marketing, PR and communication services to small to midsize businesses in Pittsburgh and in Colorado Springs on a contract basis

Key Accomplishments:

- Achieved \$17 million in first quarter sales by creating and launching a new product campaign for a major wholesaler, Wholeys, Inc.
- Garnered a 75% increase in sales the following quarter and in requests for public appearances by developing an aggressive integrated marketing program that defined the brand identity for author Chuck Wells, promoting his expertise and unique line of books which created a significant increase in market awareness
- Enabled Balance Care, Corporation to fill 75 - \$1 million high-end, assisted living communities to 65% of capacity within 120 days by producing and implementing an aggressive ramp-up strategy

Key Duties and Responsibilities:

- Developed annual marketing plans that focused on meeting organizational objectives
- Worked with cross-functional teams using best practices in project management, utilizing change management system, making updates and/or adjustments in strategy, scope, budget and the schedule of the project
- Responsible for the strategic/conceptual development and oversight of all collateral materials produced by the design and production team, ensuring that all graphic standards and brand objectives were met

- Designed and executed organizational communication systems for mid-sized marketing departments resulting in greater quality and maximized efficiency of marketing programs, including a strategy-based customized marketing initiative.
- Worked with executive teams to develop strategies and processes to ensure that internal communications were aligned with the company's business objectives.

Focus on the Family Colorado Springs, CO

Marketing and Communications Manager/Team Lead, 2006 - 2007

Focus on the Family is a global organization dedicated to helping families, serving over 50 million constituents. Focus provides help and practical resources such as books, CD's radio shows, websites, counseling and workshops for couples, parents, singles, children and youth based on biblical principles.

Key Accomplishments:

- Delivered over 120 concurrent, completed projects per month on deadline, in a fast-paced environment, utilizing effective project management best practices.
- Acquired a 45% increase in production efficiency and timeliness of deliverables on deadline by implementing processes to decrease duplication of services.
- Reduced costs by decreasing 'one-offs' by creating design templates and reusing creative inventory.

Key Duties and Responsibilities:

- Created and implemented strategic campaign programs for program/product launches on a wide range of interests using every communication channel including internet and web/ internet strategies.
- Utilized market research and analysis, competitor information, environmental influences, audience lifestyle and spending habits and market trends to determine focus and to develop aggressive marketing strategies reach targeted segments/ target markets.
- Responsible for the oversight of the creation and development of all collateral materials (including web-based) produced by the design and production team, ensuring that all graphic standards and brand objectives were met and that the messaging remained consistent and on target.
- Worked extensively with clients to confirm the scope, approach, audience, timing and deliverables of each marketing project providing project status updates throughout the programs.
- Facilitated the resolution of issues, especially pertaining to changes in creative, technology, processes and systems.

Guild Communications, Inc. Colorado Springs, CO

U.S. Army BRAC Outreach Manager/ Public Affairs Specialist, 2005 - 2006

Guild Communications, Inc. was contracted by the Department of Defense to manage the Public Affairs activities of the U.S. Army Pueblo Chemical Depot (PCD) Base Realignment and Closure (BRAC) Outreach Office and was also responsible for writing, developing and implementing strategic communications initiatives for the BRAC

Outreach and the Environmental Management Offices. In addition, Guild Communications held DOD contracts for the U.S. Army, U.S. Air Force, all branches of the U.S. Reserves and the Nuclear Regulatory Commission.

Key Accomplishments:

- Wrote and implemented a comprehensive communication strategy that increased community awareness and funding for the BRAC program by positively influencing popular opinion on the cleanup program.
- Used aggressive outreach tactics to increase program interest and attendance at BRAC/Environmental Office events from approximately 12 to over 2000 with high level gov't and military official in attendance.
- Wrote and published the BRAC Installation Manual copies of which were submitted to the Pentagon and the U.S. Congress for funding purposes.
- Created a manual on BRAC Outreach procedures and processes currently used nationally as a guideline and outreach resource by other military installations with BRAC programs.

Key Duties and Responsibilities:

- Developed internal and external communication materials such as risk communications plans, procedural manuals, status reports briefs, press releases, trade journal updates, after action reports, scientific and environmental information manuals and presentations, brochures and newsletters.
- Worked collaboratively with Subject Matter Experts (SME) and clients/ stakeholders to contribute to the development and design of quality deliverables.
- Acted as liaison between the community, government agencies such as the ACUA, EPA, CDPHE, DOD, stakeholders and local interest group leadership.
- Handled crisis/risk communications; provided appropriate responses to emotionally-charged issues
- Organized and managed outreach events and conducted forums such as PCD Earth Day, U.S. Army Reserves Environmental Workshop, RAB Board Meetings, Army Change of Command and VIP Tours.
- Designed, wrote and edited content for complex government and military technical materials such as manuals, briefs, fact sheets, case studies as well as websites.

H. J. Heinz Corporation Pittsburgh, PA
Consumer Affairs Liaison, 2003 - 2004

H.J. Heinz is a large international Food Manufacturer with multiple plants globally. Heinz had acquired several companies: Smart Ones, Delimex, Del Monte, and Ore Ida and was integrating the customer/ vendor service departments into the main service center at the HQ located Pennsylvania.

Key Accomplishments:

- Utilized crisis communications tactics to de-escalate situations on several occasions that otherwise would have led to significant legal ramifications for the

company.

Key Duties and Responsibilities:

- Tracked and logged quality control initiatives tracking, logging and following thru on issues making note of trends.
- Handled customer and vendor relations answering questions and providing product information.
- Employed all available legal, promotional and product resources to effectively resolve escalated situations

Verizon Wireless Corp. Warrendale, PA

Account Development/ Sales Associate, 2001 - 2003

Verizon Wireless Corp. is a large national wireless service provider. Having just acquired 5 wireless companies, they were expanding and integrating multiple customer services, accounts and billing systems.

Key Accomplishments:

- Led team to meet or exceed monthly goals at times reaching up to 170% of quota
- Contributes to creating training materials and methodologies in training teams for a rapid department expansion over a six month period which introduced nine new service footprints for 17 states:
- Trained team of twelve members to assimilate into, then to support ten teams of twelve.
- Assisted with integrating 54 various external apps down to 3 specific Verizon Wireless internal apps. Key Duties and Responsibilities:
- As Special Projects Coordinator acted as liaison between landline provider and corporate headquarters on the New Freedom project, the first cooperative program that allowed for bundling services.
- Wrote online testing materials to generate reports on feedback for project development.
- Analyzed market data, synthesized information and created marketing solutions to address trends.
- Compiled and documented system issues to uncover trends and patterns.

Education

Project Management Professional (PMP) Certification
Project Management Institute (PMI) Colorado Springs, CO

Bachelor of Science Organizational Leadership and Professional Communications
Duquesne University Pittsburgh, PA

Associate of Arts Communications Management
Robert Morris University Pittsburgh, PA