



Marketing Professional

A versatile, yet focused marketer who has been recognized for demonstrating innovation, passion and leadership. Expertise includes designing, implementing and managing integrated multi-channel digital marketing solutions for organizations and corporations. My extensive experience with creating and managing strategic marketing programs and campaigns extends over 15 years in the digital marketing industry.

Career Highlights

Entrepreneur and founder of eMarketing Strategies — **a full service digital marketing company**

I have extensive experience in ecommerce and online marketing, with a core competency in advanced database driven behavioral marketing. Using a variety of integrated digital channels, such as Web, Email, Social, Mobile, I have created online marketing and communication strategies for clients designed to improve website monetization and improved customer experience. **My digital marketing** background began while working for Travelocity.com where I worked as an Account Director, responsible for managing cobrand partnerships such as Disney, Yahoo, Travelzoo, Japan Airlines and a variety of other partners in various verticals.

Key Qualifications

- Marketing Program / Campaign Design, Development, Implementation, Execution and Management**
- Lifecycle Marketing**
- Strategic Planning and management**
- Advanced Email Marketing**
- Database driven campaign strategy and execution**
- Content Management**
- Social Media & Networking**
- Qualitative and Quantitative analysis**
- Cross Functional Team Leadership**
- Project Management**
- Customer Relationship Management**

Recent Experience

- Lead the strategy, development and execution of welcome email series and transaction email program for the Petland brand resulting in increased customer acquisition, retention and sales
- Responsible for strategic innovation & integration and creating & measuring new metrics such as Influencer engagement, social extension and return on impact
- Pioneered clients' segmentation, campaign and customer relationship marketing strategy resulting in increased sales and overall customer retention
- Created a strategic B2B online marketing roadmap for Trium Environmental Inc., which included the rollout of an email marketing program, social media (LinkedIn, Facebook, and Twitter Strategy), and blog, in an effort to increase visibility and boost credibility within the oil & gas and environmental remediation community
- Authored numerous strategic marketing plans and roadmaps resulting in clients' increased sales revenue month over month.
- Recipient of Marketing Sherpa award for "Best Email Newsletter for Marketing Purposes" and recipient of "Outstanding Interactive Marketer" award from the Dallas Fort Worth Interactive Marketing Association

Career History

- Ten years as founder and President of eMarketing Strategies.
- Four years' experience in ecommerce Sales and Service with Travelocity.com.
- Thirteen years in Marketing, Technology, Business Development and Sales and Service with American Airlines and Sabre.
- Expertise and a wide range of experience within sales and service, marketing, account management, promotions, advertising, project management, and operations.
- Proven ability to negotiate contracts and develop and maintain effective client relationships.
- Strong general business acumen with quick decision-making ability and a high level of business creativity.

- Highly organized, with ability to manage multiple projects in a fast-paced environment.
- Strong organizational, analytical, and communication skills.

Professional Work History

April 2002 - Current: Founder and President of eMarketing Strategies

1998 to June 2001: Strategic Partnership Account Management for Travelocity.com Partner Alliances/Sales & Service

- Charged with developing a profitable business plan for new Premium Affiliate program.
- Challenged to develop and foster key partner relationships in order to optimize revenue by initiating and implementing effective marketing programs and strategies, such as **advertising and promotions**. **Key partners included Lycos, Disney Sympatico, iWon.com, Charles Schwab, San Jose Mercury News, and Yahoo Canada.**
- Responsible for securing new profit streams, and enhancing Web site integration.
- Interfaced with all levels of management within product marketing, consumer marketing, product development, advertising, multimedia, legal, customer service, and finance.
- Reviewed existing contracts and targeted potential partnerships for account retention.
- Conducted negotiations and coordinated internal resources for continued or new partnership preparation.

1996 to 1998: Project Management, Sabre, Inc; Two years in Advanced Technology Solutions as a Senior Project Manager

- Responsible for the coordination and supervision of a team of technologists in the implementation of network integration solutions.
- Managed and maintained communication with clients to ensure satisfaction and promotion of future business opportunities. Responsible for budget preparation and project implementation.

1987 to 1996: Sales and Service, Sabre Inc. Nine years in Sales and Service, Business Development, Customer Retention and Technical Sales

- Responsible for selling Sabre Services and back-office (Data General) hardware, and system software to top U.S. and Canadian travel agencies.
- Negotiated contract proposals and renewals for new and existing Sabre partners.
- Provided ongoing technical sales support and consultation to existing customer base.
- Prepared profit and loss analysis and return-on-investment models.
- Managed, identified, and pursued new business for Sabre.

Education:

- Business – University of Texas, Arlington, TX

Associations:

- Member of the Calgary Marketing Club
- Member of the Dallas Fort Worth Interactive Marketing Association
- Member of the Email Experience Council