

MARKETING and SALES GROWTH STRATEGIST

Branding | Marketing | Communications | Project Management | Sales

Dynamic professional with 25+ years in branding, marketing, and sales. Expertise in brand health, customer experience, and communications. Skilled in identifying improvement opportunities and developing strategies for sustainable results. A collaborative leader with a track record in fostering teamwork, driving lead generation, and implementing impactful solutions. A lifelong learner with strong analytical skills, having reported to eight company owners and driving lasting improvements across various industries.

CORE PROFICIENCIES

LEADERSHIP: Vision | Internal/External Communication & Collaboration | Team Management, Development, Mentor | Critical Thinking & Creative Problem-Solving

BUSINESS: Funnel Analysis | Strategy & Growth Planning | Stakeholder Presentations | Budgeting | Vendor Negotiations | Large & Small B2B, B2C, Start-ups

MARKETING: Branding | Buyer Psychology | Persona Messaging | Advertising | SEO & Content Optimization | Events | Analytics & Dashboards | Social Media | Public Relations | Webinars/Podcast

SALES: Strategy | Traditional & Digital Sales Funnels | E-commerce | RFPs | CRM | Lead Generation & Conversion | Relationship Building/Client Success

DESIGN: Graphic Design | Websites | User Experience | Video Production/Editing | Copywriting & Proofing | Sales Decks

OPERATIONS: Project Management | Process Development | Quality Assurance | Data Management | SOPs

CHANGE AGENT: Change Management & Growth Strategy | Culture Transitioning | Corporate Communications

PROFESSIONAL EXPERIENCE

Banyan Medical Solutions, Omaha, NE, March 2024 - Present

SR MARKETING MANAGER – Product & Sales

Marketing operations, strategy, budgeting, events, presentation decks, copywriting, RFQs, PR, process, client-facing, website UX, digital ads campaigns, and omnichannel marketing.

Freelance: Rural Media Group, M6 AI, Pet Supplies Plus, Spirit Marketing Group, Omaha, NE, July 2023 – March 2024

Business & marketing strategy, branding, design, decks, social media, project management, content creation, advertising

Network of Advanced Specialty Healthcare, Omaha, NE, February 2023 – July 2023

CHIEF BRAND AND MARKETING OFFICER

Brand creation: rename, logo design, website rebranding, content creation, and PR. Event production, press releases, sales presentations, and digital ads. Client engagement strategy, change management processes, and marketing plans. Designed and executed marketing deliverable: print, digital, and social media, with targeted messaging for three key audiences.

Smith Kroeger Marketing Agency, Omaha, NE, March 2022 – December 2022

SVP CLIENT SUCCESS & PROJECT MANAGER

Transitioned the agency from rapid growth to a sustainable model by evaluating business cycles and setting a clear vision. Managed quality standards, marketing technology, and employee training. Developed financial reports to aid stakeholder decision-making. Directed strategic planning and continuous improvement to achieve company goals. Provided leadership and tactical direction for clients, handling client interactions and overseeing brand health. Created omnichannel advertising plans using market analysis, audience profiling, and customer journey mapping. Leveraged digital marketing tools and CRM systems to enhance campaign effectiveness.

- Developed a project management system to boost efficiency and communication
- Implemented processes to enhance efficiency, reduce risks, and improve morale
- Enhanced collaboration and client satisfaction by addressing change resistance
- Created SOPs and quality controls to elevate the agency's reputation
- Streamlined onboarding to cut training time
- Cleaned 90% of CRM data through a data audit and established governance
- Increased productivity with a billable-hours system and optimized ROI
- Adopted a client-centric model for targeting high-value clients
- Improved onboarding for quote accuracy and upselling
- Used web wireframing to enhance client communication
- Transitioned to agile management with a new pricing model
- Launched a career development program for designers and copywriters

Blazek Law Group, LLC, Omaha, NE, Jan 2022 - March 2022

DIRECTOR OF MARKETING AND SALES

Managed all Marketing and Sales activities with two direct reports. Measured brand health, leading to a change management initiative. Developed content for traditional and digital media, including SEO-optimized long and short-form videos and two websites. Utilized various digital marketing tools, including paid social media ads, Google Ads, geofencing, QR codes, tagging, email, and lead magnets. Implemented Customer Satisfaction Score (CSAT) systems, tracked analytics, and conducted competitive research.

- Rebranded two websites, style guides, marketing collateral, and logos
- Created a SaaS marketing plan with a content library for e-commerce, generating new revenue
- Developed the trademarked tagline "Experts in HumanCare," differentiating the firm from competitors

TS MEDIA/INTERIORS® Magazine, Omaha, NE, May 2021 - March 2022

FRACTIONAL CMO

In 2001, I co-founded the international design magazine **INTERIORS®**, distributed in 21 countries. Later, I returned as an interim graphic designer and production manager, overseeing print, WordPress website, and mobile app. I updated the business plan, reduced vendor costs, provided creative direction, managed email and social media campaigns, proofread content, and handled distribution. Conducted split tests and analyzed reader behavior using heatmaps.

- Introduced two new revenue streams
- Brought circulation and digital functions in-house, saving \$20,000 per year

Rural Media Group (RFD-TV, The Cowboy Channel, Rural Radio on SiriusXM), Omaha, NE, July 2015- April 2021

DIRECTOR OF CORPORATE MARKETING & COMMUNICATIONS

Developed business, marketing, and brand strategies for three entities. Acted as a communication liaison with the company owner, department directors, clients, and vendors. Traveled to Capitol Hill to advocate for The Agricultural News & Rural Content Act (2019) with Congress members, former USDA Secretaries, and the FDA.

Collaborated with New York marketing agencies, overseeing quality control and final approval of marketing collateral. Ensured brand consistency and compliance across all channels. Managed a team of ten: marketing, digital/web, graphic design, customer service, photography, and events. Directed creative campaigns from concept to execution for both traditional and digital media. Analyzed metrics, customer behavior, UX, and product life cycles. Worked with the sales team on funnel stages, HubSpot CRM, and new revenue streams. Strategized advertising channels, including geofencing and geotargeting. Wrote scripts, storyboards, press releases, sell sheets, and pitch decks. Reviewed legal contracts.

- Administered event ticket sales generating \$300,000 in revenue
- Negotiated contracts, saving over \$200,000 annually
- Implemented processes that reduced production time by 30% and saved \$20,000+ annually through software consolidation
- Organized over 202,000 viewer letters to the FCC supporting rural programming
- Led and photographed high-profile events, including the Guinness World Record-breaking Classic Tractor Parade, Pasadena's Tournament of Roses® float entries, Jeff Foxworthy and Larry the Cable Guy's tour, and Rodeo New York

DIRECTOR OF POLITICAL AFFAIRS

Recruited and ten Presidential candidates to participate in RFD-TV's award-winning LIVE televised series: *LIVE Rural Town Hall*. Produced marketing collateral which aided in securing the candidates. Enlisted national associations to participant. Assisted the sales team in attaining PAC money.

- Organized the first-ever "Tractor Brigade" entry at the 2017 Presidential Inauguration Parade
- Collaborated with FBI, Secret Service, National Guard, US Military Branch leaders, and local authorities

The Durham Museum, Omaha, NE, April 2013 - Sept 2014

DIRECTOR OF MARKETING AND PR

Managed Design, Events, and Membership Departments. Developed and executed strategies to boost attendance for education programs, including field trips, summer camps, and events.

Devised omnichannel marketing plans. Promoted media events that produced news coverage from all local news outlets. Created innovative social media (increasing followers by 30%) and email campaigns. Produced executive presentations, annual reports, and membership campaigns. Achieved a steady increase of membership growth, and event attendance. Administered \$500k/year budget. Ideated and executed two annual events resulting in new revenue and memberships.

- Marketed the Museum's largest attended exhibit at that time
- Increased venue rental by 17% for the year
- Negotiated vendor contracts saving \$32K/year
- Surpassed competitors' profit margin by 21% for an annual community event

Rural Media Group (RFD-TV, The Cowboy Channel, Rural Radio on SiriusXM), Omaha, NE, Nov 2009 - April 2013

PUBLISHER | MARKETING MANAGER

Published *RFD-TV The Magazine*: Wrote, edited, designed; sold advertising; managed circulation, mailings, vendor negotiations, and telemarketing. Executed marketing campaigns to boost subscription sales. Created content for sales materials, presentations, press releases, web/social media, and broadcast scripts. Managed merchandise, e-commerce, and client relations. Served as VIP liaison and trained a six-person call center team. Managed twelve direct reports.

- Led significant redesign of the company website which included e-commerce
- Negotiated vendor contracts for \$174,000+/year savings
- Built and managed internal depts: graphic design, digital, circulation, and a call center, saving \$422,000/year
- Project manager and photographer for The Tournament of Roses® Parade floats and other prominent national events

ADDITIONAL EXPERIENCE

Estate Metals, LLC, Bennington, NE, March 2009 - Oct 2009

DIRECTOR OF SALES AND MARKETING

Developed sales and marketing strategies for a start-up. Built relationships with retailers, architects, interior designers, real estate firms, and homeowners. Trained retail sales staff and handled vendor negotiations.

Secured Millard Lumber, Inc. as a supplier. Produced organic website content, e-commerce materials, print collateral, email campaigns, and product catalogs with photo simulations, saving over \$24,000 in production costs. Achieved the first \$200,000 in revenue.

The Creative Center Art College, Omaha, NE, ADJUNCT INSTRUCTOR, Aug 2003 - Dec 2009

Taught Marketing, Art Production, Typography, Advertising, and English

Omaha World-Herald, Omaha, NE, IT PROJECT MANAGER

Culp Industries, Burlington, NC, DIRECTOR OF DESIGN

Intellitek Inc., Omaha, NE, DIRECTOR OF CREATIVE OPERATIONS

EDUCATION & CERTIFICATIONS

MBA | University of Phoenix

BA | Computer Graphics* | College of St Mary, Omaha

BA | Art Education* | College of St Mary, Omaha

* Magna Cum Laude | Collegiate Hall of Fame Inductee | National Academic and Athletic All-American

Certification | Ultimate SEO, Social Media, & Digital Marketing Course for 2023 | Udemy

Certification | Introduction to Google SEO | University of California, Davis

Search Algorithm, Search Engine Optimization (SEO), Mathematical Optimization, Semantics

Certification | Google Analytics for Beginners | Google Analytics Academy

COMMUNITY

2022 POSITIVE COACHING ALLIANCE'S NATIONAL DOUBLE-GOAL COACH® AWARD recipient, which "honors coaches who strive to win while also pursuing the second, more important goal of teaching life lessons through sports."

COACH, CLINICIAN & EVENT DIRECTOR FOR YOUTH FAST-PITCH

- Volunteer coach for student-athletes
- Coordinate community volunteerism for high school for athlete's college applications
- Guide players through the college recruiting journey and network with college coaches
- Tournament Director for annual Youth Fastpitch Tournaments
- Director of Events- Clinics for Youth Fastpitch Coaches & Players