

## BIOGRAPHY

Strong Web, Digital Marketing leader and hands-on manager with a proven track record of developing and maintaining sound client relationships. Extensive experience in collaborating with internal cross-functional teams, and conveying client requirements effectively to technical, creative and marketing departments. Consistently implementing improvements to increase efficiencies, communications and business opportunities within all departments, and for the company as a whole. Expert in evaluating, defining, and documenting business requirements and user case stories. Excels at relationship building, both with clients and internal teams.

## RECOGNITION

Society of Financial Service Professionals • 2012 Piedmont Business Ethics Award  
Business Leader Media • 2010 Top 50 Entrepreneur Award  
Carolinas Healthcare Public Relations and Marketing Society • 2010 Gold Wallie Award  
Triad Business Journal • Leading Triad Web Firms List 2005-2012  
Alamance Regional Medical Center • 2006 eHealthcare Leadership Award for Best Website  
Burlington-Alamance Homebuilders Association • STARS Award for Best HBA website  
Burlington Alamance Convention and Visitors Bureau • Gold Award for Destination Website  
ITVA • Silver Reel Award

## EXPERIENCE

### SENIOR PRODUCTION MANAGER, 2017 - 2018 • WALK WEST – Raleigh, NC

Responsible for owning and streamlining the website development process using internal and external resources as required, to achieve profitability and efficiency targets. Leads web design acquisition efforts and serves as a key resource for the business development team in fulfilling website development proposals and SOWs. Executes discovery for website design and development projects. Provides production and digital marketing expertise to drive client service initiatives.

### BUSINESS DEVELOPMENT DIRECTOR, 2014 - 2017 • THEEDESIGN – Raleigh, NC

Direct Solutions Consultants team to increase sales revenue by 53% over three years. Drive multiple departments in coordination of marketing efforts, creative direction and overall company strategies. Determine client business needs and develop strategic marketing initiatives for a diverse range of businesses. Refine sales processes, implement regular client satisfaction surveys (Pardot), improve statements of work and contract language to increase profitability while mitigating risks.

### SOLUTIONS CONSULTANT, 2013-2014 • ATLANTIC BT – Raleigh, NC

Analyzed prospect's business requirements and developed strategic digital solutions that included custom web development, e-commerce and digital marketing. Strong success in closing, building and maintaining relationships with key accounts such as Cotton, Inc., American Board of Pediatrics, RelyMD and numerous local and regional SMBs.

### DIRECTOR OF BIZ DEV, OPERATIONS, CO-FOUNDER, 2002 -2012 • APIAN DIGITAL, INC. – Burlington, NC

Head of company operations and production. Developed a profitable business with continued growth and no debt. Directed staff of web consultants, designers, developers and marketing experts. Managed resources, timelines, schedules, and budgets.

### DIRECTOR OF CREATIVE SERVICES, 2001-2002 • NUKLIAS, INC. – Greensboro, NC

Led all creative efforts to ensure that projects were on time, on budget and on strategy. Managed a wide range of custom web projects for clients such as Lowe's Home Improvement, Square D Company, Hendrick Auto Group, and Tribuzio Hillard.

### CREATIVE DIRECTOR, 1997-2001 • HUGHES COMPANIES, INC. – Graham, NC

Recruited and supervised a team of interactive designers and developers. Directed and managed projects ranging from corporate marketing websites to advanced e-commerce and custom web applications. Led development of client project collaboration web application "Drawing Board" for improved project management and client communication.

## CAPABILITIES



## STRENGTHS

Digital marketing  
Creative direction  
Strong project management skills  
PPC management  
Organic search best practices  
Content strategy  
Content management systems  
eCommerce/B2B/B2C  
Digital marketing strategy  
User experience design  
Video production

## EDUCATION

### BA – COMMUNICATIONS

University of North Carolina – Greensboro, NC

### SANDLER PRESIDENT'S CLUB

Sandler Sales and Management Training

## COMMUNITY

### PRESTON TISCH BRAIN TUMOR CENTER

Angels Among Us Volunteer 2012 - Present

## LET'S TALK!

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