

EXECUTIVE SUMMARY

Strategic, results-driven marketing leader with over 22 years of experience in driving innovation, transforming brand presence, and leading high-impact B2B and B2C marketing initiatives. Proven track record in steering organizations through complex business challenges, fostering growth, and optimizing ROI through data-driven strategies. Adept at shaping and executing overarching marketing strategies, guiding creative vision, and building high-performing teams. Demonstrated success in managing cross-functional teams, integrating digital and traditional marketing, and mentoring senior-level staff. Strong business acumen with a focus on long-term brand development, stakeholder engagement, and organizational growth.

Key Competencies

- Marketing Leadership & Strategy
 - Brand Vision & Positioning
 - Data-Driven Decision Making
 - Team Development & Mentorship
 - Cross-Channel Campaigns
 - Strategic Partnerships & Stakeholder Relations
 - P&L and Budget Management
 - ROI & Performance Metrics
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PROFESSIONAL EXPERIENCE

NC State University Industry Expansion Solutions | Raleigh, NC

Director of Marketing and Communications | April 2022 – Present

- Serve as a strategic leader on the core executive team, driving organizational priorities and operational efficiency in support of NC's manufacturing sector.
- Develop and implement comprehensive marketing strategies, organic social media campaigns and media relations to drive awareness and program adoption for an initiative supporting manufacturers across North Carolina.
- Oversee the brand reputation initiative, including a complete website redesign, and leverage partnerships to elevate brand identity positioning and increase audience awareness and engagement.
- Lead a cross-functional team of marketing professionals to create cohesive brand narratives, optimize communication channels, and streamline marketing efforts for maximum ROI.

- Cultivate and maintain strategic relationships with industry leaders, partners, university departments, government agencies, clients, and media to strengthen organizational impact and visibility.
- Champion the use of data analytics to monitor key performance indicators (KPIs) and measure the success of marketing activities, ensuring alignment with business objectives.
- Perform a dual role as the Marketing Director of the North Carolina Manufacturing Extension Partnership (NCMEP) for the NC Manufacturing Extension Partnership (NCMEP), part of the national MEP network, ensuring alignment with federal and state priorities to benefit the manufacturing sector.

Maryland-National Capital Park & Planning Commission | Wheaton, MD

Principal Marketing & Public Affairs Manager | February 2019 – April 2022

- Directed comprehensive marketing strategies for a major public sector agency, guiding both digital and traditional marketing efforts and brand reputation strategies to impact stakeholders, enhance community engagement and increase resource utilization.
- Managed advertising budget of \$500K+, ensuring accountability and alignment with agency goals, and executed cross-functional campaigns for multiple segmented and multilingual audiences that delivered measurable results.
- Led integrated digital marketing efforts, including SEO, SEM, PPC, optimized and targeted content development and increased organic and earned media coverage, resulting in significant traffic growth and improved brand presence.
- Spearheaded the development of an interactive, customizable digital tool that streamlined customer engagement and resulted in a \$100K+ annual savings.
- Implemented technology that dramatically improved website optimization and social and media reputation monitoring.
- Responsible for productivity, efficiency and mentorship of creative services staff and the negotiation, selection and management of external vendors, designers, developers and consultants.
- Leveraged data, segmentation, personalization and A/B testing to drive improvements in email engagement and digital performance, boosting email open and click-through rates by 15%.
- Oversaw brand development, creative services, and cohesive messaging ensuring consistency across all customer touchpoints and marketing platforms including media outreach, website, email, television, radio, podcasts, webcasts, social media, direct mail and print advertising.
- Managed organization-wide internal communications and crisis communications plans.
- Supervised vendor relationships

ds2Creative Marketing Communications | Lewisville, NC

Chief Marketing Officer / Creative Director | August 1999 – February 2019

- Founded and led a boutique creative agency, consistently growing the client base by 10% annually over a 20-year period through innovative marketing strategies and deep client relationships.
- Directed high-level marketing initiatives for a diverse range of industries, from consumer goods to technology, ensuring deliverables aligned with client objectives and market demands.
- Led cross-functional teams in the execution of complex B2B and B2C marketing programs, including brand identity development, demand generation, and multi-channel campaigns.
- Established long-term partnerships with clients such as TW Garner (Texas Pete®), L'eggs Hosiery, and Lowes Home Improvement, successfully enhancing brand visibility and driving growth across diverse sectors.
- Developed capital campaign fundraising and philanthropy strategies for SciWorks, Forsyth County Science and Nature Museum and the Grassroots NC Science Museums Collaborative.
- Produced annual advertising campaigns for NC Association of Independent Schools.
- Managed end-to-end project delivery, ensuring all campaigns were on time, within scope, and on budget.

Pioneer-Eclipse Corporation | Sparta, NC

Director of Marketing | *May 1997 – August 1999*

- Directed national and international B2B marketing strategies for a global floorcare and chemical systems manufacturer.
 - Led product development and go-to-market strategies, collaborating with senior leadership to prioritize initiatives that maximized brand exposure and market penetration.
 - Managed the execution of media relations, advertising campaigns and product launches, ensuring alignment with corporate objectives and profitability goals.
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EDUCATION

Bachelor of Fine Arts, Commercial Art

East Carolina University

Professional Certificates

ECornell

- Strategic Marketing
- Data-Driven Marketing
- Executive Leadership

SKILLS

- **Marketing Leadership** | Brand Strategy | Budgeting & P&L Management
- **Digital Marketing** | SEO | SEM | PPC | Social Media Strategy
- **Data Analytics** | ROI Optimization | KPI Development
- **Creative Direction** | Content Strategy | UX/UI Design
- **Cross-Functional Team Leadership** | Vendor & Agency Management

REFERENCES

Available upon request.
