

## EXECUTIVE SUMMARY

A strategic, collaborative, results-driven marketing leader with over 25 years of experience innovating and growing brands, and leading and mentoring highly performing creative, marketing, and sales teams to deliver diverse, influential, multi-channel marketing initiatives. Proven track record in crafting and managing client relationships, cohesive and strategic insight across all customer touchpoints and bringing high-energy, bold ideas with emotional resonance. Demonstrated success in steering organizations through complex business, sales, and marketing challenges. Combine a strong entrepreneurial mindset and business acumen with strengths in content development, creative campaigns, marketing strategy, product differentiation, brand revitalization, and visual, emotional storytelling.

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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, operational leadership and establishing the brand voice in support of North Carolina's economic growth through adoption of smart technology, process optimization, marketing optimization and training programs to help small-to medium businesses to survive, thrive and expand.
- Leverage internal and external partnerships liaising with team members, industry and community leaders, program partners, university departments, government agencies, the sales team, entrepreneurs, researchers and clients. Collaborate with product specialists and synthesize information from technical and subject matter experts for stories that resonate with targeted audiences. Collaborate with the evaluations team on the review of RFP and grant opportunity proposal submissions.
- Activate and elevate the brand through the development of comprehensive creative strategies and briefs, concise messaging and action plans for cross-channel activities for in-bound marketing and lead generation including website, social media, journalist and influencer relationships, email marketing, exhibit and tradeshow opportunities, speaking engagements, internal and external communications, case studies/success stories, blogs, new product launch and go-to-market strategies, multimedia and video production, podcasts, webinars and in-person events.
- Reposition brand identity to reenergize market reputation. Oversee redesign of website (launch June 2025) and marketing collateral.
- Drive digital campaigns to improve program adoption and stakeholder engagement. Increased webinar and live event attendance driving pipeline growth, by 20% year over year. Increased social media followers by 10% within 3 months of campaign launch.
- Influence expansion of media coverage by establishing relationships with critical journalists covering business, industry, and the defense initiative in support of the DoD industrial base.
- Motivate, mentor and inspire a cross-functional team of high-performing professional designers, content and web developers, podcast and video editors, and copywriters.
- Oversee and assign talent, project priorities and deadlines. Implemented a customized project management and tracking system that improved the department's efficiency in communications, workflow, progress reporting, and ease of collaboration.
- Champion data analytics to monitor key performance indicators (KPIs) and measure the success of marketing activities, ensuring alignment with business objectives, team productivity, accountability and maximum ROI.
- Perform a dual role as the North Carolina Manufacturing Extension Partnership (NCMEP) Marketing Director, the North Carolina affiliate of the national MEP network, ensuring alignment with federal and state priorities to support the U.S. manufacturing sector. Increased NCMEP's visibility by maximizing collaborative marketing efforts with partners and businesses across the state.

### 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 government agency, guiding digital and traditional marketing efforts and brand reputation strategies to impact stakeholders, enhance community engagement, grow event attendance, and increase resource utilization.
- Oversaw brand development, creative services, and cohesive messaging, ensuring consistency of the brand across all customer touchpoints and marketing platforms, including media outreach, website, email, television, radio, podcasts, webcasts, social media, direct mail, and print advertising. Developed revised brand guidelines.
- Led multi-channel digital activities for targeted segments and multilingual audiences, implementing SEO, SEM, UX, and PPC, and optimized content, which increased organic and earned media coverage that delivered measurable results with a 10 %+ increase in site traffic and dwell time.
- Spearheaded the development of an interactive, customizable digital catalog tool that personalized online customer engagement and resulted in \$100 K+ annual savings in labor and production costs.
- Leveraged data, segmentation, personalization, and A/B testing to improve email marketing performance, boosting email open and click-through rates by 15% in the first year.

- Implemented technology that dramatically improved site health, website load time, keyword optimization, indexing, and functionality.
- Mentored diverse creative team of marketing specialists, designers, writers, videographers, photographers, social media specialists, freelance designers, and developers. Negotiated media contracts.
- Managed organization-wide internal communications and crisis communications plans.

**ds2Creative Marketing Communications | Lewisville, NC**

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

- Founded and led a boutique creative marketing and digital agency, consistently growing the client base annually over 20 years through creative marketing strategies, serving business owners, C-suite leadership, and senior management.
- Built cross-functional creative services teams to execute brand identity, multi-channel digital and traditional campaigns, demand generation, and programs for corporate marketing, loyalty and membership development, franchisees, sales managers and distributors, retailers, and customer service. Provided creative and production services for display and in-store POP, packaging, sales collateral, catalogs, direct mail and email marketing, website development and maintenance, social media and content development programs, digital display and PPC marketing, and multimedia presentations.
- Directed initiatives for brand visibility and market growth in diverse B2B and B2C industries, providing programs for consumer goods and food manufacturers to professional services, education, technology, hospitality, tourism, apparel, furniture, pharmaceuticals, and energy. An abbreviated list of clients included: TW Garner Food Company (Texas Pete® Hot Sauce), Sara Lee, Lowes Home Improvement, RJ Reynolds, Roses Discount Stores, Red Hot & Blue and Sticky Fingers Restaurants, Chesson Labs, Pioneer Eclipse Floorcare, MASTInc, Battery Watering Systems, and many other international, national, regional and local brands. Additional lists of clients served are available on request.

**Pioneer-Eclipse Corporation | Sparta, NC**

**Director of Marketing | May 1997 – August 1999**

- Directed international, national, and regional B2B marketing strategies for a global floorcare and chemical systems manufacturer.
- Led new product development and go-to-market strategies, executed media relations, advertising campaigns, and product launches, collaborating with senior leadership to prioritize initiatives to maximize market penetration in 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

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**KEY COMPETENCIES**

**• Marketing Leadership**

Brand Vision, Voice, Positioning and Strategy | Shape Brand Perception | Scale Brand Equity Across Channels and Touchpoints

**• Cross-Functional Creative Team Leadership**

Team Builder | Trusted Advisor | Identify Staff Strengths | Coach to Address Growth Opportunities

**• Creative Direction**

Brand Identity Cohesiveness | Equal Parts Storytelling, Strategy, and Showmanship | Nurture Bold Ideas and Fresh Approaches

**• Digital Marketing**

WordPress Website Management | SEO | SEM | UX/UI | Email Marketing | Content Development | Social Media Strategy | PPC | Microsoft Office Suite: Word, Excel, and PowerPoint | Salesforce | MailChimp | Adobe Creative Suite

**• Data Analytics**

ROI Optimization | Performance Metrics | KPI Development

**• Departmental Management**

Organized | Establish Clear Priorities and Expectations | Budgeting and P&L | Performance Analyses

**• Personal**

Curious | Problem-Solver | Excel in Fast-Paced Environments | Enjoy Solving New Challenges