

OBJECTIVES

To continue utilizing and expanding my marketing and business knowledge by working with successful products in a hard-working, successful organization. Most importantly, to remain challenged.

WORK EXPERIENCE

Ingenio, Inc

01/06 – Present

Marketing Manager

Responsibilities:

- Campaign management for customer acquisition marketing for Pay Per Call online advertising service. Vertical marketing to top national advertisers.
- Affiliate marketing
- SEO, site tracking, and email campaign management
- Corporate positioning and development of brand identity, voice, and messaging, including customer case studies and product positioning
- Sales and CS team liaison, coordinating events and campaigns with national sales and customer service efforts to ensure consistency and optimal integration

Achievements:

- Successfully launched and continue to run the company's leading CPA marketing program
- Implemented and tracked (nettracker, salesforce.com, internal report portal) the company's first integrated vertical sales/marketing campaigns
- Repositioned the corporate and product brand identities

PowerLight Solar Electric Corporation

11/01 – 01/06

Art Director

Responsibilities:

- Creative and design of corporate website, collateral, event graphics (signage, invitations, etc), online and offline advertising, direct mail, and email marketing
- Sole management of SEO/PPC campaigns, analysis, tracking, reporting
- Management of outsourced production and online projects

Achievements:

- Developed and maintained the visual identity system for the country's largest private solar energy company

- Designed, co-developed, co-authored and quality tested 100+ page corporate web site for SEO and best-practice usability
- Successful execution of lead generation programs to new markets with new products

Discovery Channel Stores

9/01 – 11/01

Production Artist

Responsibilities:

- Produce print material for in-store and corporate marketing campaigns
- Liaise with vendors, printers and other departments to ensure marketing objectives were clearly communicated

Wendor Printing (Australia)

02/01 – 07/01

Pre-press Designer, Photographer, Copy Writer

Responsibilities:

- Photography, design, copywriting and production of marketing materials

Achievements

- Co-design and co-production of tourism magazine launch

Contract & Unpaid Experience

- Surfrider San Francisco Chapter: Website, Marketing and Promotions (San Francisco chapter chairman)
- Back to Earth Catering: Website development, SEO Management
- PlasticPlague.com: Site development and promotions (personal project that just started Feb 2007)
- Strategen Consulting: Brand Identity, Website development

EDUCATION

Master of Design

(Completed November, 2004)

Queensland College of Art, Griffith University

Areas of Study:

- Corporate Visual Identity Systems (CVIS), and how the ethical considerations of IT corporations relate to their CVIS
- E-commerce design and implementation, focusing on digital media, with a practical outcome of a stock photography e-commerce business model and adjacent visual identity

Achievements:

- Developed working e-commerce business model and site
- Coincidentally predicted the current-running ad campaign for Cisco systems, highlighting a human emotional connection in favor of the IT industry's historical mantra of branding product attributes alone

Bachelor of Industrial Design

(Completed November, 1999)

Queensland University of Technology

Areas of Study: Product design, product engineering, graphic design

COMPUTER SKILLS

PC and Mac proficient, experienced with the following:

MS Office (Word, PowerPoint, Access, Excel), MS Project, Salesforce.com

Online: Dreamweaver, Flash, Fireworks, HTML, CSS, and DHTML

Print: Illustrator, InDesign, Photoshop, Quark Express, Freehand

REFERENCES

If you wish to contact a reference from this list, please let me know and I will facilitate the arrangements.

Stri Zulch, *VP Marketing*
PowerLight Corporation

Debi Gunders, *Director Marketing*
PowerLight Corporation

Janice Lin, *Founder*
Strategen Consulting

Ron Blaise, *Chief Strategist*
NetResults Marketing