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## PROFILE

Experienced B2B content marketer with track record of effectively developing and executing content strategy. Proven history of driving greater product awareness, and thought leadership. Strengths in content development through multiple digital and print channels with an eye toward effective SEO tactics; fueled by journalism background. Self-starter dedicated to learning and mastering new opportunities across digital channels.

## CORE COMPETENCIES

Website Management | Copywriting for Print, Web and Social | Content Strategy | Keyword Research  
Print Collateral | Social Media Campaigns | SEO | Cross-divisional Projects | Product Marketing | Copy Editing

## ADDITIONAL SKILLS

Public Speaking and Presenting, Google Product Suite (Analytics, AdWords, Keyword Planner, and others), Adobe Product Suite (including Photoshop, InDesign, others), Video Scripting, Social Media Platforms (Hootsuite, LinkedIn, Facebook, Twitter, Instagram, Pinterest), MailChimp, WordPress, Umbraco, Web-based Presentation (Clearslide, Slideshare, others), Microsoft Office suite (Word, Excel, Powerpoint, Outlook, others), and some HTML/CSS.

## EDUCATION AND CERTIFICATIONS

Rutgers Mini-MBA: Digital Marketing | Hubspot Inbound Marketing and Content Marketing Certified  
Lynda.com Certifications: Digital Marketing, Local SEO, Keyword Strategy Indepth, SEO Tools Fundamentals, Managing Email Marketing Lists and Campaigns, others | Digital Marketing Association: Certified Digital Marketer

## PROFESSIONAL EXPERIENCE

**Independent Consultant** – Madison, New Jersey 2016-Present

### **Consultant – Tim Peter & Associates**

Working with team on Global SEO strategy analysis and consultation for MetLife.

- Consolidating interview data and information from various stakeholders into cohesive picture of MetLife's global SEO needs, creating a Marketing Maturity Model which we can apply to each region, leading to optimal utilization of each team's resources and agencies, along with recommendations on budget allocation and additional training or tools required.
- Created AdWords search ads for hotel client.

### **Consultant – Baselodge Group**

- Currently optimizing and redesigning WordPress website, while developing a keyword strategy to boost views and sales of high-impact product lines. Increased SERP CTR by 73.4% in first month, increased impressions by 34.5% and average SERP position by 8.2%.

**Wyndham Destination Network – RCI**, Parsippany, New Jersey

2013-2016

### **Associate Manager, B2B Marketing**

Part of RCI's newly formed B2B marketing team, my focus has been on our digital B2B marketing efforts and creating more dynamic sales collateral materials.

- **Managed and updated global B2B website** including content creation, editorial calendar development, SEO, analytics and strategy for coordinating and maintaining blog. Coordinated changes across multiple geographic regions and worked to ensure consistency with brand guidelines. Increased blog views by 30 percent year over year in 2016, also achieved a 26-percent increase in article time on page and 170-percent increase in site entrances from blogs.
- **Initiated and managed ongoing social content campaign strategy**, including sponsored post campaign management, editorial calendar creation, article solicitation and contribution policy, proofreading and ghost-

writing from stakeholders and third parties, and analytics. Achieved triple-digit follower growth in 2016 YOY. Campaigns produced a composite .73 percent click-through rate and a .87 percent engagement rate (about double the LinkedIn benchmarks per Forrester Research).

- **Wrote and designed print and digital materials**, including product one-sheets, newsletters, “how-to” brochures, industry overview white papers, online presentations, and corporate capabilities materials. Oversaw production including content organization, writing, design, legal approval and print fulfillment.
- **Crafted and executed B2B email campaigns** from design to execution, including campaign tracking, testing and analytics. 2016 campaigns enjoyed a 25.6 percent open rate, including a CTOR of 33.4 percent and a CTR of 8.5 percent.
- **Proposed and formulated strategy for redesigning B2B website**; managed vendor relationship and applied industry best practices to achieve redesign goals and conform to global brand standards. Website was recognized with a national industry award nomination in 2016. Achieved triple-digit increase in target product page views in 2016 YOY.
- **Implemented registration campaign** for series of Lunch and Learn events, including landing page, sponsored post strategy on LinkedIn and enrollment email templates for use by business development team. Increased first-time attendee enrollment by 50 percent.

**Wyndham Destination Network – RCI, West Region, Las Vegas, Nevada**

2006 - 2013

#### **Account Executive**

Led business development/channel marketing for more than 60 resorts, condominiums and fractional interests in Nevada, Hawaii, Oregon, Utah and Lake Tahoe area.

- Affiliated 17 properties including Somerpointe Resorts’ 11 properties in Hawaii, Las Vegas and Orlando. Duties included introduction, presentations of corporate capabilities and services, contract completion and negotiation and post-affiliation training.
- Coordinated and solicited participation in a 12-resort RCI Resort Showcase video shoot, arranging details between our video production vendor, the resort staff in Hawaii and the management in Las Vegas.
- Conducted sales and operational training to resort personnel on RCI’s Points and Weeks system.
- Managed and executed RCI Points product launch at Somerpointe Resorts, including signage, training, POP materials and sales tools; working closely with RCI marketing group.

**Ford Motor Company, SW Region, Frisco, Texas**

2000 - 2005

#### **Dealer Wholesale Specialist / Manufacturer’s Representative, 2004-2005**

Increased regional sales by growing wholesale business at target dealerships with annual revenue in excess of \$100 million.

- Achieved Second Quarter Top Performer in Southwest Region, hitting 100 percent of sales objectives in collision parts, powertrain and total wholesale through acquisition of new accounts, and parts employee training.
- Increased market wholesale business by 9 % YOY 2005, ranked 7th out of 30 markets nationwide.
- Performed lost-sales analyses in service departments aimed at increasing Quality Care Checklist usage and retail parts and labor sales. Checklist usage increased from 21% to 51%, resulting in increased commodity sales and fourth best retail parts purchase performance against objective in 18-market region.
- Conducted Service Advisor training sessions, resulting in 4-percentage point rise in Overall Service Satisfaction scores and total retail sales reaching 103% of market objective.

### **EDUCATION**

Executive Education Min-MBA, Rutgers University, 2015

- Coursework included Digital Marketing Strategy, Content Marketing, Search Engine Marketing, Mobile Marketing, User Experience, Online Customer Acquisition, Social Media Marketing, Personalized Digital Experience, Web Analytics and ROI.

Masters of Business Administration, Texas A&M University, College Station, Texas, 1998-2000

- Coursework included Internet marketing, marketing strategy, data network communications, statistics, operations, finance, accounting, management, organizational behavior.

Bachelor of Journalism, University of Texas, Austin, Texas, 1986-1991