

Professional Profile

- 13 years experience providing business strategy and analysis to leading companies (e.g., GM, Holiday Inn, MillerCoors, Polaris)
- 7 years experience planning and executing digital marketing campaigns with measurable sales results
- Agency-side expertise: Managing projects, accounts, senior clients, other departments, partner agencies, and overseas outsourcing
- Former Standard & Poors economist with strong focus on marketing's analytic side (web tracking, cost-per-conversion, ROI)
- MBA with focus on Entrepreneurship and Marketing from nation's top-rated entrepreneurship program

Work Experience

MShopper, *a mobile commerce technology start-up*

Boulder, CO

VP, Marketing & Product Development (Mar. 2010 to present)

- Second employee of re-launched company; Hired to build a world-class mobile commerce platform and market it to small-to-medium-sized retailers and smartphone-enabled shoppers
- Perform market research, competitive analysis, usability/design testing to produce technical specs for overseas developers
- Developed new design, usability, and features for retailer-facing website which builds mobile stores and the shopper-facing mobile stores themselves
- Conduct all marketing campaigns, including PR, social media, partnership outreach, trade marketing, and SEM/banner ads

Integer, *a retail-focused advertising agency*

Lakewood, CO

Director of Digital Marketing (2008-2009 Sep.)

- Hired to infuse Integer culture, clients, and prospects with digital thinking and specific campaign ideas. Led training seminars and brainstorming, engaged speakers, performed digital account reviews, and presented to senior internal and client audiences
- Managed complex production process, involving relationships with other departments, agency partners, and outsourced vendors. Led a team of seven direct reports from Creative, Development, and Project Management disciplines
- Planned and executed campaigns using brand and micro sites, email, display ads, social media, Hispanic marketing, mobile, online games, and sweepstakes. Industries included CPG (beverage and food products), travel, and automotive
- Managed department's finances, including revenue forecast, estimates and contracts, cost center, and all pass-through costs

Results

- Improved production process by introducing new off-shore/on-shore production partnerships and hiring four additional senior-level team members with valuable new skills
- Added performance analytics as a new department offering, providing additional source of revenue on every project
- Created and sold first-ever CRM initiative for Blue Moon beer executed via brand's first e-newsletter program
- Served as agency lead to help MillerCoors design business rules/technical needs of their new company-wide CRM platform
- Received two travel industry awards for creatively educating consumers via Royal Caribbean's *Clues to the Cruise* website

Pure Brand Communications, *an advertising, public relations, and brand strategy agency*

Denver, CO

Digital Strategist (2007-2008)

- Hired to meet with clients and prospects and pitch digital marketing plans that strengthened their existing strategy. Educated agency resources on how to sell and execute digital projects and conducted research and client audits to prepare the plans
- Managed client relationships and agency resources and created new vendor partnerships to execute all digital campaigns

Results

- Built Pure's digital marketing practice from ground up. Created digital services offering of six highly marketable tactics. Successfully promoted practice via new blog, search, and client meetings
- Built campaigns involving websites, online product demos, paid search, social media, and e-newsletters for clients in the energy, high-tech, non-profit, entertainment, and government sectors
- Digital strategy was instrumental in securing agency's highest-profile new business win in previous three years

Manager, Strategy & Analysis Group (2005-2007)

- Served as strategy lead for GMC and Holiday Inn accounts. Managed four direct reports
- Managed strategic online partnerships for GMC (with Lowe's, HGTV, Yahoo Fantasy Sports, and CBS) and Holiday Inn (with MLB and NASCAR). Negotiated access to partner channels, designed targeted promotions, and forecasted results
- Led the semi-annual re-designs of GMC.com (>1 million monthly visitors) and GMFleet.com. Applied learnings from usability testing, surveys, Forrester research, A/B tests, and analytic dashboards to improve lead capture and conversion
- Provided the strategy and analytics for all GMC promotional sites aimed at branding, product launch support, acquisition, and driving dealership traffic

Senior Analyst, Strategy & Analysis Group (2003-2005)

- Managed agency's creative/IT resources and vendor relationships to execute campaigns involving client and partner websites, email, direct mail, and display ads. Tracked campaign performance and ROI and delivered results to senior-level clients
- Collected online leads and added to GM's CRM program and Holiday Inn's loyalty club (>30 million total records)

Results

- Online partner promotions drove >1 million targeted visitors to GMC-branded sites during key product launch periods. Validated the partnership's value by using retail sales data to show the high GMC purchase activity of partner leads
- Monthly email tests and segmentation among Holiday Inn customers led to increased room stays, spend, and loyalty
- On-time, on-budget campaign execution helped increase the agency's Holiday Inn account revenue from \$12 to \$14 million

Standard & Poor's DRI, *S&P's market research & economic consulting firm*

Lexington, MA

Economist, Latin America region (1999-2003)

- Served as company's sole expert on 12 Latin American countries. Used economic and financial forecasting models to provide business strategy to senior-level *Fortune 500* clients conducting business in Latin America

Client Resource Center Associate (1997-1999)

- Served as clients' first point of contact to help understand company's economic and financial data and research reports

Results

- Promoted to covering the two highest-profile economies (Mexico and Brazil)
- Promoted to the acting Chief Latin America Economist for eight-month period

Education

Babson College, *#1 ranked entrepreneurship program nationally (13th consecutive year)*

Wellesley, MA

M.B.A. Magna Cum Laude (2003-2007 via evening program, #1 marketing student of 400-person class)

- Marketing and Entrepreneurship concentration. Elective classes in Brand Management, Consumer Behavior, Identifying Entrepreneurial Opportunities, Entrepreneurial Marketing, E-business Strategy, and Business Development
- Authored final thesis entitled "*Realizing the New Media Potential*" which became required reading for future classes

Bowdoin College, *#4 ranked liberal arts college nationally while attending*

Brunswick, ME

Bachelor of Arts (1993-1997). Double major in Economics and Spanish. Study abroad in Barcelona, Spain

Distinctions and Technical Skills

- Worked with *Denver Business Journal* editors to create their first Interactive Marketing column. Continue as sole contributor
- Serve as a digital marketing advisor to CU's MBA program. Regular speaker for MBA program's marketing club and local chamber of commerce organizations
- Experienced with applications for web analysis (Omniure, Google Analytics), ad serving (DoubleClick, PointRoll), email (Epsilon, iContact, Constant Contact), and online market research (Dynamic Logic, Nielsen BuzzMetrics, Radian6)

Full information available at my website: www.DigitalMarketingUpperHand.com