



## {In a nutshell}

A strong command of strategy and details – experience in relationship management, project management, design and production. My range of experience encompasses assessing and articulating needs between clients, internal and external resources - while hitting milestones and maintaining service levels.

I've led entire projects, from requirements gathering, road mapping and documentation, through analytics and iterative improvement cycles. As an incremental bonus, by digging into the hands-on work, I've created instructional and production tools for educating both clients and team members on processes, best practices, and results.

Over 20 years experience in a wide range of industries. Client list has included Ace Hardware, Bristol Myers Squibb, Harrah's Entertainment, Inc., Iams Co., New York & Company, Sunglass Hut (Luxottica), and Victoria's Secret.

## {TL;DR} I manage the workload top to bottom, and help make change happen.

- Project and Relationship Management, Strategy Architecture, Process and Design
- Documentation, Implementation, Analysis and Presentation, Process Improvement

## {Select Accomplishments}

### Creative, UI/UX

- Worked with a startup to create user experience (UX) and user interface (UI) high fidelity wireframes.
  - Materials were used for both development and creation of materials for securing additional seed funding.
- Collaborated with a services company to redesign their website from a circular reference of product information into a comprehensive decision funnel.
- Reviewed and made recommendations for updating legacy interfaces of a warehouse control application.
  - Used internal and client research to identify issues and create developer guidelines with example screen mockups to reduce navigation time, improve overall performance, and reduce training time.
- Interviewed internal resources and clients to develop personas, speaking points and customer journey documentation for an engineering firm.
  - Personas were used to define pain points, catered communications, and to design a more effective sales funnel based on the role of the client contact.
- Created brand standards for two sister companies, designed all new marketing materials and websites focused on presenting products within a streamlined sales funnel.
- Directed intranet creative redesign for a division of a large financial services company.
  - This effort brought the existing functionality in line with corporate creative standards and was the first step towards a more comprehensive employee and customer portal.

### Project and Process Management

- Worked with Sunglass Hut's brand team, internal and external creative teams, email vendors, and their analytics teams to execute approximately 120 email campaigns over a four-month period.
  - Managed analysis of eCommerce transactions, and attribution of revenue to specific campaigns and brand teams throughout campaign and fiscal lifecycles.
  - Documented infrastructure and processes relating to email loyalty marketing, budgeting, reporting and analysis while personally executing all email campaigns. Creation of these materials and standardized processes resulted in downgrading the level of the permanent hire from Senior Manager to Manager.



**Project and Process Management (continued)**

- Guided cross-functional team representing six departments and several client representatives through existing process redesign, then selection of a new CRM and campaign management application.
  - Acted as primary project manager and lead vendor liaison throughout the process.
  - Led ideation meetings with stakeholders to determine and rank needs.
  - Ushered team through each step of RFI, RFP, and Proof of Concept documentation.
  - Designed scoring rubrics and assessment processes, project status and presentation materials.
  - Created materials to support business case and due diligence for securities regulatory compliance.
    - This entire effort saved over \$250,000 in external consulting and acquisition costs.
- Directed design and migration of client/prospect pipelines to CRM systems for several companies.
  - Results were more consistent, centralized Account Management processes, reduced lost intellectual capital and minimized the need for dedicated support resources.
- Developed specifications, requirements and wireframes for custom and off-the-shelf CRM, Sales Force Automation and Event Management applications.
  - Assessed and implemented Sales Force Automation suites to centralize lead assignment, pipeline reporting, and eliminate the need for dedicated administrative resources for several clients.
- Designed and managed implementation of a CRM application for campaign reporting and analysis from a proprietary financial services and automotive owner database.
  - This eliminated IT involvement in over 95% of custom analytic report requests.

**Entrepreneurial**

- Started a publishing company. Performed all aspects of editing, design, and printing of approximately 35 books.
- Built a non-profit organization's digitization and archiving program from scratch, including creation of fundraising initiatives, P.R., web site and marketing material design.

**{Work History}**

<b>Freelance Projects</b>	2009 – Present
<b>Edgecliff Press</b> , Publisher	2006 – 2014
<b>Alliance Data</b> , Account Manager & Manager, Product Marketing/Development, Columbus, OH	2003 – 2005
<b>Fair, Isaac and Co.</b> , Consultant, Customer Strategy Integration, Chicago, IL	2000 – 2003
<b>DraftWorldwide</b> , Senior Business Analyst, Chicago, IL	1998 – 2000

**{Education}**

- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies**, Kansas City Art Institute
- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT

**{Special Interest and fun stuff}** Personality Type: **ENFJ**

- Developed a white paper competition to involve operations employees in documenting intellectual capital.
  - This competition grew to include over 60% of the 70+ person department, involved judges from across the organization and generated one dozen white papers in two rounds of competition.
- Co-administrator of The Webchef page on Facebook.
  - We have approximately 45,000 followers, with 20,000 reach and 2,000+ post engagements per week.