

Marketing Professional

Energetic marketing professional with significant experience launching products globally, developing and implementing marketing plans, creating engaging content, managing digital presence, and business development.

<u>Areas of Expertise</u>		<u>Skills</u>	<u>Technical</u>
Product Marketing	Social Media	Analytics	Adobe Creative Suite
New Product Launch	Ecommerce	Communications	Google Certified
Digital Marketing	Web/CMS	Content Generation	SEO/CMS
Business Development	Collateral Design	Storytelling and Creative	Basecamp

Professional Experience

MARKETING - 2014 to Oct 2018

NIGHTFORCE OPTICS - Lavonia, Georgia

Managed digital and product marketing programs, consumer engagement, analytics, and brand initiatives.

- Web - Managed the site refresh project and ongoing content/SEO program resulting in over 50,000 users engaged and over 350,000 pageviews served per month; an annual increase of 38%.
- Social media - Managed campaigns through Hootsuite which increased overall reach 20% annually and generated average monthly impressions over 500k.
- New product release - Drove the processes for commercial, international, and military markets worldwide delivering near 50% revenue growth over four years.
- Content - Managed projects from ideation and stakeholder buy-in through production and distribution. Projects ranged from internally generated social pieces and full scale video productions with six figure budgets to annual catalogs, sales sheets, and user manuals. Managed the Brandlive training program.
- Ecommerce - Managed the ExpertVoice program including crafting the content and standing up the ecommerce program educating over 500 new experts monthly and generating seven figure revenues.
- Consumer engagement - Developed and co-authored the Nightforce newsletter which reached over 25,000 subscribers and averaged over 35% open and 25% CTR. Managed sponsorship for over 150 events annually.
- Collateral - Designed, wrote and edited manuals, sales tools, technical data sheets, and other material in support of all market segments worldwide including large scale military RFP submissions.

BUSINESS OWNER - 2006 to 2014

WAYNE DAYBERRY PHOTOGRAPHY - Lake Worth, Florida

Took this business from start-up to a premiere action sports photography firm in the Southeast.

- Planning - Developed and executed the business, marketing, and operational plans.
- Leadership - Managed multiple teams of photographers covering the Southeastern region of the U.S.
- Account management - Provided service for key clients: ING, Disney, Publix, Club Med, and Multirace.com.
- Media - Images published in Hammer Nutrition, Youth Runner, Competitor, and Xterra Planet.

MARKETING - 2008 to 2010

EVENTPICTURES.COM - Los Angeles, California

Managed marketing and business development for this California based technology company.

- Product management - Defined website usability and feature set enhancements of both the back-end B2B portal and the consumer-facing ecommerce store. Determined B2B pricing structures, and product portfolio.
- Business development - Increased revenues over 25% through B2B lead generation and sales programs.
- Communication - Created the B2B newsletter and community forum servicing 1,000+ member photographers.

BUSINESS OWNER

ALERT COMMUNICATIONS, INC. - 2004 to 2006 - Lake Worth, Florida

Sales, installation and service of telephony systems for healthcare practitioners.

- Management - Managed sales and marketing, contract negotiation, client servicing, and accounting to ensure company growth and profitability.
- Training - Provided customer training and support through multiple touchpoints (onsite, web, phone).
- Service - Serviced one of the largest Orthopaedic practices in South Florida.

3C NETWORK CONSULTANTS, INC. - 2001 to 2002 - Wellington, Florida

Determined the product and service offering, marketing strategy, and managed the go-to-market launch activities.

- Corporate Strategy - Applied principles from graduate school for planning, launch, and management of this start-up.
- Marketing - Managed the revenue cycle from planning campaigns and direct sales through post-sale service.
- Sales - Generated five-figure monthly revenues in the provision and servicing of IT systems.

SALES AND MARKETING - 2000 to 2001

USALERT, LLC. - Boca Raton, Florida

Performed the role of Marketing Manager and Regional Sales Manager.

- Strategic marketing - Drove product planning, portfolio strategy, and buy vs make analysis.
- Brand - Managed trade show presence at large scale events including CES. Defined the corporate voice, and the identity for collateral and web presence.
- Sales - Developed distribution plans, pricing, and launch strategies for manufactured and outsourced products generating \$2M in sales year one.

MANAGEMENT - 1996 to 2000

MOTOROLA, INC. - Boynton Beach, Florida

Progressively promoted through Business Analyst, Product Marketing Manager, and Strategic Alliances Manager.

- Account Management - maintained an inside sales portfolio exceeding \$10M in annual revenues.
- Product Marketing - Managed product life cycles, new product pro-forma P&L analysis, feature sets, user interface designs, go-to-market strategy and product packaging for 13 global product lines.
- Strategic Alliances - Built OEM relationships with Dell, Symantec, F-Secure, and McAfee.

Education

Master of Business Administration in International Business - University of Miami, Coral Gables, Florida

Bachelor of Science in Finance - University of Maryland, College Park, Maryland

Bachelor of Science in Economics - University of Maryland, College Park, Maryland

Google Certified - Ads, Search, Mobile, Analytics IQ

American Marketing Association PCM - Digital Marketing (currently pursuing certification)