

SUMMARY: Marketing strategist with demonstrable track record of improving the visibility of businesses through the development of interactive programs.

Professional Experience

- Interactive Marketing Strategy
 - Product website strategy and development
 - Content planning and strategy
 - Interactive gaming
 - Social marketing
 - Persona development
 - Competitive analysis
 - Website analysis, reporting, and recommendations
 - Usability testing, surveys and interviews
 - Online promotions including online sweepstakes
 - Interactive trade show programs
 - CRM programs
- Online media
 - Manage online marketing budgets in excess of \$25 million per year
 - Analysis of advertising campaigns
 - Creative development
 - Search engine marketing and optimization
 - Media negotiations
 - Develop relationships with major online media partners
- Management and relationship development
 - Management and development of employees
 - Business planning
 - Budget management
- Business Development
 - Identify and respond to new revenue opportunities
 - New business pitches, proposals, and statement of work writing
- Industry Experience
 - Healthcare
 - Pharmaceutical
 - Entertainment
 - Charitable

Employment Experience

- Cadient Interactive (December 2007 through March 2009) – Marketing Strategist
- WhittmanHart Interactive (formerly Insight Interactive) (July 2004 through October 2007) – Senior Account Executive
- NetPlus Marketing (November 2000 to June 2004) - Client Services Director
- HealthAxis.com (April 1999 through September 2000) - Online Marketing Manager
- Sterling Commerce, Commerce Internet Division (May 1995 through September 1998) - Program Specialist

Independent Experience

- Online Marketing Consulting – United Musicians
 - Developed the strategy for the redesign of the website for United Musicians artist Michael Penn (<http://www.michaelpenn.com>)
 - Built the Michael Penn email list as a marketing tool to reach Michael Penn fans
- Independent Blogger
 - Utilize Wordpress blogs as a platform to learn more about interactive technologies
 - Practical experience with:
 - Google Analytics
 - Google AdSense and Adwords
 - Wordpress implementation
 - Linkshare and Commission Junction

Awards and Recognition

- March 2004 – Two Gold Philadelphia Addys and One Silver for AstraZeneca – Rhinocort Aqua DTC Creative
- April 2003 – Second Place – PhAME (Pharmaceutical Marketing) - “Best Interactive Campaign” – Rhinocort Aqua
- April 2003 – Philly Gold award for “Best Individual Non-banner Ad” – Rhinocort Aqua
- April 2003 – Philly Gold Excellence award winner – Rhinocort Aqua concept development
- February 2003 – ClickZ Marketing Excellence Award “Best B2C Campaign” – Rhinocort Aqua
- April 2002 – Philly Gold award for “Best Individual Non-banner Ad” – Rhinocort Aqua

Education

- Drexel University - Philadelphia, Pennsylvania - Bachelor of Science in Business Administration and Marketing

Interactive Marketing Tools

- Affiliate marketing: Linkshare and Commission Junction
- Website analytics: Google Analytics and WebTrends
- Viral marketing: Wordpress, Blogger, Feedburner, YouTube, MySpace
- Online advertising: Google Adwords and Adsense, Atlas, @Plan, and AdRelevance
- Microsoft Office: Excel, Word, Visio and PowerPoint;
- Basic HTML experience
- Macintosh and Windows

References and work samples available upon request