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Re: Your Open Position

IN STORY FORM

- I led my first marketing department in 2013, for a \$10M a year healthcare company, winning the role thanks to a rousing strategy presentation to their executive team. In the course of a year, I installed Salesforce and Hubspot and built a standalone WordPress website to house SEO-rich content from the team of 17 freelance writers I had sourced. Qualified leads grew 200%, while conversion rose to 80%.
- During a 40-day period while running this marketing department, I tested out the new LinkedIn publishing platform. My six published articles generated 63,000 page views, 614 comments, and 7,000 social shares. I [leveraged this success](#) to land my first startup marketing role.
- As the third marketing hire, and head of content at this now billion-dollar valuation startup, I helped the company experience a 2,400% increase in monthly revenue and 677% increase in customers, including landing an organic placement on the [front page of the NY Times](#) business section.
- While successful, I knew I lacked depth, so I left my position to train for six months with [Seattle's leading brand strategy firm](#), learning how to research, analyze, and understand customer motivations.
- After this intensive, I joined Cisco to co-lead the growth and demand generation strategy for a new direct-to-consumer initiative. [Our efforts](#) generated three million signups in three years, with a 93% decrease in cost per enrollment. I managed a multi-million dollar acquisition budget across three agencies and multiple internal project teams, with quarterly reporting to the C-suite level. Our work was also recognized for two straight years at Marketo's Marketing Nation Summit Conference.
- Then, in 2019, the founders of the previous startup invited me to join their new venture as the VP of Marketing with an equity stake. I helped them grow from 0-100 customers, including the drafting of a [1,000 account/month ABM strategy](#).
- Instead of relocating to continue in my role, I opted to [start freelancing](#), earning six figures in my first year and \$199k in my second. Notable brand experience listed below.

SUMMARY

Now I am seeking my next growth challenge and an opportunity to use all my experience to build a great team and add true value for real people and customers.

NOTABLE BRAND EXPERIENCE

Flexport, Facebook, YouTube, Google, Delta Airlines, Cisco, Pepsi, Carnival Cruise, The Trade Desk, Placemakr, Alteryx, EcoR1, Mayple Global, Unit21, Seattle Sounders FC, La Marzocco, Modbar, Box, City of Covington, and Pushpay.

WORK HISTORY

For more detail, see [breakdowns](#) or a list of [dates and accomplishments](#).

Agency - Freelance Writer, Strategist, 2016-current

- **Toaster** | Clients: Flexport, YouTube, Google, EcoR1
- **MKG** | Clients: Delta, Facebook
- **ACC** | Clients: Carnival Cruise, Pepsi, NFL Rookie of the Year
- **The Article Group** | Clients: Box
- **States of Matter** | Clients: La Marzocco, Modbar, King FM, Churchome

Direct to Client - Freelance Writer, Strategist, Marketer, 2012-current

- [The Trade Desk](#), [Mayple Global](#), [HomeDirection](#), [WhyHotel/Placemakr](#), [Cisco](#), [La Marzocco](#), [Modbar](#), [RentPath](#), [Seattle Sounders FC](#), [City of Covington](#)

W2 Employment - 2007-2020

- **Leadr | VP of Marketing**. Led marketing from 0 to 100 customers.
- **States of Matter | Strategist, Copywriter**. Co-created the Net Brand Effect.
- **Pushpay | Communications Manager**. Third marketing hire. 2,400% increase in monthly revenue & 677% increase in customers during my tenure.
- **Fedelta Care Solutions | Marketing Manager**. Installed and administered Hubspot, Salesforce. Qualified leads up 200%, lead conversion ratio rose 50%.
- **CRISTA Ministries | Operations Manager**. Managed five departments, a million dollar budget, and 17 employees.

SKILLS

Writing

- Copywriting, landing pages, voice and tone, messaging guides, UX, long-form, ad copy, emails, websites, social media, manifestos, pitch decks, in-app, print, product, packaging, human-centered, press releases, blog, newsletter, scripts

Strategy

- Client presentation, interviewing, qualitative research, competitive audits, wireframing, content design, verbal design, information architecture, brand, content, personas, user flows, editorial, customer onboarding, positioning, briefs

Marketing

- Digital, content, ABM, SEM, paid media, public speaking, public relations, PR, partnerships, sales enablement, creative, product, analytics, SEO, launches, campaigns, software, automation, attribution, multi-channel