

SUMMARY OF QUALIFICATIONS:

- **Over 30 years' marketing, branding, communications, and management experience.**
- **Extraordinarily emotionally intelligent allowing for keen interpretation of human behavior.**
- **Keen ability to forecast a consumer's response and prepare how people will respond to communications.**
- **Possess both highly creative and highly technical skills.**
- **Able to develop original content or edit content already written for clarity and SEO performance for a broad range of industries.**
- **Skilled in developing technical curriculum for higher education and corporate environments.**
- **Comfortable with speaking in public environments.**
- **Specific Writing Skills Include:** web copy, blog articles, press releases, presentations, scripts
- **Specific Marketing Skills include:** strategic marketing campaign development and execution; project management; branding; video production; print ad creation; direct mail campaigns (development and distribution); video and audio editing; public relations; web development; search engine optimization; mobile marketing; localized marketing/SEO; graphic design; market research; contract negotiation; budget management; computer hardware and network support; event coordination, management and promotion; creative writing.
- **Specific Computer Skills include:** Microsoft Office (*Word, Excel, PowerPoint, Publisher, OneNote, Outlook*), Dreamweaver, Illustrator, Photoshop, WordPress, InDesign, Hootsuite Pro, Google Analytics & Web Tools, Canvas, Salesforce, HubSpot, Video & Audio Editing software, Social Media platforms, and Email Marketing platforms. Familiar with both Windows and Macintosh operating systems.

CAREER ACHIEVEMENTS:

The Conversation Consultant – St. Louis, Missouri

5/2019 to Current

Emotional Intelligence Consultant

I have always had a keen awareness to the emotions of others. I use this skill to help businesses better understand the emotional perspective of their target audience or fellow employees and better design communications to establish rapport, improve engagement, and increase sales. I often work closely with Executives, Sales Reps, Marketers, and Web Developers to build consistency in their message and emotionally align to a brand's message.

St. Charles Community College – Cottleville, Missouri

7/2016 to Current

Adjunct Instructor / Technical Staff Advisor (part-time / as needed)

Through July of 2020, I prepared content for three courses, educated students within state standards and school guidelines, graded assignments, advised students, prepared required reporting of grades and attendance, and advised department leaders on suggestions to be made to the program based on industry changes. I am currently on Advisory Status only but still employed by the college and called upon for back-up on courses if needed, as well as preparing curriculum for newly developed "just-in-time" training program for working professionals.

- **Content Management Systems** is a weekly lecture course that covers web design and data management using popular CMS Systems including WordPress (with ecommerce), Salesforce.com, and HubSpot.
- **Social Media Marketing** is self-driven online course that covers how to develop a comprehensive online marketing strategy. It covers everything from the "Why" to evaluating data to measure ROI and overall engagement. Participating students achieve their certificate in Google Analytics, learn fundamentals for a market-ready website, organic SEO techniques, SEM, and how to effectively use Social Media channels for online marketing.
- **Beyond HTML** is a hybrid-course (both online and off) offered only in the Spring that helps students who are preparing for graduation develop an effective portfolio and summarize their skills learned in the program. The course is centered around a full-scale actual redesign project for a local non-profit organization. We objectively navigate through all the roles necessary to complete the project including an agency operational process, project management, UI design, mobile and SEO development, and follow-up of the completed project which they then highlight in their portfolio.

Golden Services Group, LLC - St. Louis, Missouri**2/2002 to Current*****CEO & Communication Specialist***

I founded a digital marketing agency focused on supporting small businesses with their marketing and communications. I collaborated with a group of professionals to assist businesses with marketing strategy, web development, communications, copywriting, and digital marketing tasks for small-medium sized businesses.

Sample of Ongoing Achievements:

- Authored the **Monthly Communication Planner** available in print and digital format that helps a business plan, create, and analyze the results from their digital marketing efforts.
- I consulted with a specialized surgeon who spent over 40k on failed attempts for website creation, excessive purchases on domains and ineffective online marketing efforts. We reduced his overall digital expenses by approximately \$20,000 annually and improved his exposure to support patients looking for his brand.
- I consulted with a local McDonald's Owner-Operated Franchise Store adjusting in their recruiting and orientation program which resulted in a reduced turn-over and the attraction of more mature workers to join their team.
- Worked with a Hospitality client to improve their web presence and reservation conversion with a website by creating better web copy and additional articles that supported attracting a broader range of interests and family travelers. Also devised a digital marketing strategy that improved engagement and resulted in a 15% increase in event registrations.
- Worked with an HVAC Consulting organization to organize over 20 individual operational programs into one franchise training program that became the key asset to their business training program which became the key asset of their offering when the company sold to a national competitor.
- Organized the administration of an HVAC Technician training program which included the automation and management of student communications, promoting courses, physical course registration, administering tests, reporting results, and maintaining centralized records on participants.
- Created online registration process for an HVAC Consulting organization to streamline reservations and necessary data for personalizing experiences at the conventions and training events they hosted. The program simplified data management and communications with registrants, on-site facilitators and event managers resulting in a reduction of registration errors and last-minute on-site registrations and eliminated exuberant printing and shipping charges incurred to fix last minute changes on event materials. Initially, I also traveled to training and sales conference events to support communications with registrants, on-site facilitators, and event management.

EDUCATIONAL ACHIEVEMENTS:

- **Associate Degree:** Administrative Office Systems (May 1996) Total Credit Hours: 78
St. Louis Community College – Meramec. Extra courses emphasize Marketing & Management
- **Self-Study or Seminar Training:** Google Analytics, QuickBooks, Adobe Illustrator, WordPress Web Design, eCommerce Development, Content Marketing, Dreamweaver, SEO, Podcasting, Video Production, Database Management, Newsletter Creation, Desktop Publishing, HubSpot Inbound Certified, HubSpot Sales Software Certified

VOLUNTEER WORK:

- **Web Design, Communications Specialist & Online Marketing Advisor**– (Since June 2012)
Act as an as needed technical contact for web development, technical support and online marketing and communications for several local non-profit organizations including Boys & Girls Club of St. Charles County, United States Mixed Martial Arts Federation.
- **Technology Advisory Board** - *St. Charles Community College (Since 2013)*
Advise staff on current trends in technology and make recommendations for curriculum enhancements to better prepare students for the current job market.
- **Internship / Mentor** – *Golden Services Group (Since 2002)*
Work with both national and international college students seeking hands-on experience in the online marketing field. Meet with them as a mentor helping them prepare for career or invite them to work on community projects to offer hands-on experience in web design and online marketing to build their portfolio.
- **Girl Scouts of Greater St. Louis** – *Volunteer (1998 – 2008)*
Served as a Troop Leader for 8 years, Co-Leader for 2 years, and Neighborhood Chair for 2 years.