

Senior Marketing Leader skilled in strategic brand leadership, driving high-impact marketing operations, and fostering team dynamics. Expert in leading cross-functional teams and managing high-stakes agency relationships while steering marketing efforts that drive sales. Adept at vision-driven leadership, inspiring teams to exceed targets, and navigating complex challenges across digital, retail, and cultural landscapes.

- Brand Management
- Growth Marketing
- Strategic Planning
- Data Analytics & Insights
- Omnichannel Marketing
- Site Merchandising
- Budget Management
- Promotional & Pricing Strategy
- Advertising & Media Planning
- Public Relations/Communications
- Social & Influencer Marketing
- Project Management
- Content Marketing
- Community Management
- Email/Push/SMS & CRM

SELECTED ACHIEVEMENTS

Managerial Excellence: Honored with Chairman's Award – JCPenney's Highest Award for managerial excellence for leadership demonstrated in a pilot omnichannel project team that combined three core businesses (brick and mortar, e-commerce & catalog) into a single enterprise.

Growth & Performance Marketing: Boosted web traffic by 75% and revenue by 25% YOY using new SEM strategies including PPC, SEO, native advertising, affiliate programs, and social media, while keeping the cost of acquisition low and achieving a return on ad spend (ROAS) of 4 or higher.

Organizational Optimization & Design: Collaborated with HR and C-Suite to successfully implement a comprehensive team reorganization for the marketing/creative organization, resulting in a 50% reduction of SG&A costs and improved efficiency to align with the company's digital-first needs.

PROFESSIONAL EXPERIENCE

INTERIM CHIEF MARKETING, COMMUNICATIONS, AND DIGITAL OFFICER SENIOR DIRECTOR, MARKETING STRATEGY AND OPERATIONS

CRYSTAL BRIDGES MUSEUM OF AMERICAN ART AND THE MOMENTARY | MAY 2023 – Present

Recruited by the Chief Marketing, Communications, and Digital Officer to fill out her newly formed team. As her #2, I was hired to bring marketing strategy, persona development, and an operational lens to the team.

- Led the development of a comprehensive marketing strategy for *Exquisite Creatures* resulting in record-breaking attendance. This exhibition was the first to be supported under the new marketing strategy - including personas and strategic briefs.
- Successfully navigated complex projects (LOTG, Annie, Inverse, Listening Forest, etc.) with competing priorities, made informed decisions that aligned with organizational values. The results of these projects included beating annual attendance goals at both sites and beating revenue targets on key programs.
- Built new project management process and streamlined intake and operations which allowed us to support an increase of programming of over 200% without increasing staff.
- Reshaped the music marketing program with heavy emphasis on the paid strategy and advertising partners, leading to data-driven planning processes.

VICE PRESIDENT, CONSUMER MARKETING

A+E NETWORKS | SEPTEMBER 2021 – MAY 2023 (Contract Role)

Brought in as the VP, Digital Audience Development's maternity cover based on my track record of digital marketing success. Contract was extended 3 additional times to cover Consumer Marketing for the HISTORY Channel, Special Projects, & Marketing Operations. Global media and entertainment brand whose portfolio includes A&E, The HISTORY Channel, and Lifetime.

- Drove 22% viewership growth for HISTORY channel's top-rated show by leveraging audience data to drive acquisition and engagement across channels.
- Led the redesign and optimization of the consumer email program, resulting in a 34% improvement in click-through rate (CTR) by implementing new email templates, audience segmentation strategy, and improved planning process.
- Spearheaded the development of a comprehensive media strategy for a diversity-focused recruitment campaign resulting in a significant increase in the number of BIPOC (44%) and female candidates (58%).

VICE PRESIDENT OF MARKETING

REBECCA PAGE, LTD. | NOVEMBER 2020 – SEPTEMBER 2021 (CONTRACT ROLE)

Hired to help establish formalized marketing function due to my vast experience in running lean marketing teams and developing operational excellence. E-Commerce start-up selling digital downloads, virtual summits, and supplies to craft-oriented consumers globally. Managed a global team of seven employees spanning four continents.

- Championed the development of new product bundles and pricing strategy, resulting in a 220% increase in average order value and improved profitability.
- Developed and executed a comprehensive marketing strategy that included social media programs, email campaigns, and paid marketing efforts, leading to a 16% YOY growth in the online community.

VICE PRESIDENT OF MARKETING

CLI STUDIOS, INC. | DECEMBER 2019 – SEPTEMBER 2020

Recruited to join the company as the first VP of Marketing to establish a full marketing program for the company and expand the company beyond dance education. B2B SaaS start-up servicing dance studios, schools, and dancers in 150+ countries.

- Doubled (2X) the company's Monthly Recurring Revenue (MRR) by pivoting the business and launching new direct-to-consumer product during COVID-19.
- Led partnership with Universal Music Group, Motown Records, and Capitol Records to create a series of viral dance videos including an influencer/UGC campaign supporting the launch of major recording artists Migos' Taco Tuesday resulting in over 6 million views.
- Achieved a 375% growth in Instagram followers, increasing from 38,000 to 180,000 in less than 6 months, while maintaining high levels of engagement.

SENIOR DIRECTOR, DIGITAL MARKETING, CREATIVE, & CRM

BALFOUR | JANUARY 2018 – DECEMBER 2019

100+ year old company that was losing market share due to shifting consumer attitudes. I was brought in to help build and grow an e-commerce marketplace business targeting students and their families. \$350M+ Class Ring, Yearbook, & Grad Product company serving 130,000+ schools and their students. Led the marketing, creative, and CRM organizations of 16 employees.

- Exceeded 25% YOY increase in revenue through the creation & implementation of the company's first digital marketing plan.
- Expanded consumer email database from 10,000 opt-ins to over 500,000 in less than 18 months while maintaining open rates and resulting in a 766% increase in attributable revenue.
- Boosted college ring revenue by over 100% YOY through the development of omni-channel marketing programs on over 400 college campuses.

HEAD OF MARKETING

HerRoom.com/HisRoom.com (dba Andra Group) | AUGUST 2016 – NOVEMBER 2017

Hired to move and re-establish marketing organization from New Jersey to Dallas and to prepare the company for potential sale. \$70M+ online luxury lingerie e-commerce business doing business as herroom.com & hisroom.com.

- Exceeded 20% YOY growth in marketplace business on Amazon, Walmart, and eBay.
- Optimized affiliate program revenue contribution by 15% while reducing cost and increasing efficiency.

VICE PRESIDENT OF MARKETING

ARTERIORIS HOME | MAY 2015 – AUGUST 2016

Hired to lead the growth of the company in both the B2B and B2C space and to establish a digital presence. \$125M+ Artisanal home décor & lighting company with large national sales team (B2B) and multiple retail locations. Managed 6 direct reports covering marketing and creative.

- Provided strategic vision and leadership for the development and implementation of the company's first omnichannel marketing plan, resulting in a \$12.5MM increase in revenue.

DIRECTOR OF MARKETING | BSN SPORTS | MAY 2012 – MAY 2015

SR. MERCHANDISE MARKETING MANAGER – FOOTWEAR | JCPENNEY | MARCH 2007 – MAY 2012

DIRECTOR OF MARKETING | JACUZZI WHIRLPOOL BATH | MARCH 2004 – MARCH 2007

ACCOUNT EXECUTIVE | FIRM DE+CO | MARCH 2003 – MARCH 2004

SR. MARKETING COORDINATOR | TOTO USA | AUGUST 2000 – MARCH 2003

EDUCATION

BACHELOR OF ARTS | Mars Hill University

AWARDS & RECOGNITIONS

Chairman's Award | JCPenney

Gold Award Girl Scout | Girl Scouts of Gulfcoast Florida

Girl Scout Volunteer | Troop Leader, Camp Program Manager, Service Unit Manager, National Delegate

President's Bell Ring – Social Media Growth | Arteriors Home

James Cash Penney Award for Volunteerism (4x) | JCPenney |

TRAINING & CERTIFICATIONS

High Performance Leadership Workshop – HPWP, Inc.

Content Marketing Certification – HubSpot

Retail Education Certificate – ShopTalk