

DIRECTOR OF MARKETING ♦ DIGITAL MARKETING MANAGER

Digital Campaigns | SEO & Analytics | Content | Social Media | Strategic Planning

Innovative, technology-driven leader with a broad career in conceptualizing and executing marketing programs, including launching, staffing and developing marketing organizations from the ground up.

Enthusiastic manager of small teams across Marcom, Product Management and Technical Sales, with expertise in coordinating cross-functional staff through analytics, research, collateral, branding and deployment.

Aspiring, self-motivated achiever with a diverse blend of technical and creative pursuits including electronic music production, video editing, creative writing, 3D design and traditional illustration.

SKILLS

Adobe CC, App Launch, ASO, Branding, Business Planning, Copywriting, Digital Marketing, E-Commerce, Electronic Music, Google Analytics (certified), Google Ads/AdWords (certified), Market Research, Marketing, Marketing Communications, Mobile Apps and Devices, Online Advertising, Product Management, SEO, Social Media Marketing, QA, Partnerships, Product Strategy, Sales, Team Leadership, Technical Documentation, Trademark, Tradeshow Management, UX, Video Editing

PROFESSIONAL EXPERIENCE

REVOLVE LABS – Cleveland, OH and Savannah, GA

Director of Marketing 2016 – 2019

Managed all marketing efforts for this spinoff from Ligos, focused on mobile apps for iOS and Android.

- Successfully deployed the initial iteration of an enterprise video messaging app, and facilitated its sale to an outside firm for \$3 million.
- Co-invented, authored and secured a patent for methods related to one of our apps.
- Launched an ad-supported TV tie-in game app and grew its user base to over 10,000 installs, with an average retention of 40% and thousands of play sessions each week.
- Tools and platforms: G Suite, Slack, App Annie, Union Metrics, AWS/S3, AdMob, Hootsuite, Mixpanel, Google Analytics and Ads (certified), Facebook Analytics, Adobe CC, Jira, Squarespace and WordPress.

LIGOS CORPORATION – San Francisco, CA and Savannah, GA

Director of Sales & Marketing 2002 – 2016

Managed all sales and marketing initiatives for hardware and software digital media products: Marcom, SEO, Strategic Partnerships, Branding, Collateral, Tradeshow Management (including international) and Market Research.

- Executed programs to secure \$200k - \$450k per quarter in licensing and service contracts.
- Cut product delivery time by 75% by implementing new order fulfillment process.

Director of Technical Marketing 2000 – 2002

Led all initiatives in Branding, Technical Writing, Demos and Digital Marketing to facilitate Ligos' leadership in consumer desktop video products and related SDKs, and initiated migration toward higher-end broadcast and cable markets.

- Established the company as thought-leader in its field, promoting this new image throughout the U.S. in the press and at industry events, and in Japan on a speaking tour on behalf of the U.S. Department of State.

Product Marketing Manager 1997 – 1999

Launched start-up operations for West Coast office with 20 employees. Worked closely with Product Management and Marketing to roll out new line of consumer video and audio software products.

- Helped to achieve \$6 million in annual international sales through introduction of a licensable SDK for ISV/IHV OEM market, and extended sales via e-commerce of enhanced products for consumers.
- Established reputation and brand by conveying the value of Ligos' technology to industry press and analysts.

INTEGRATED DATA SYSTEMS – San Francisco, CA

Administrator of VRML Development 1996 – 1997

Served as Technology Evangelist for user community, press and analysts. Helped establish company as leader in Virtual Reality Modeling Language, producing a superior product ahead of its main competitors.

- Created industry's first "browser detection" code for Internet browser plugins. By open sourcing, helped enable early advanced multimedia content on the Internet, despite plugin and browser incompatibilities.
- Collaborated with CEO to identify firm's true core competencies and aided in transitioning to a business model that resulted in Series A investment of \$15 million, led by Intel Corporation.

MANAGEMENT RECRUITERS INTL. / MRI VIDEO – Cleveland, OH

Graphics Specialist / Assistant Video Editor 1994 – 1996

Worked with senior video editor and producers in the MRI Video division on Avid Media Composer-based video productions, graphic slates, digitizing, and logging for video productions, primarily training and commercial spots.

- Introduced 3D graphics and animation into workflow to create video productions with new revenue stream.
- Improved value of department by developing template-based presentations for national sales offices, and creating graphics for company's initial presence on the Internet.

EDUCATION & TECHNICAL EXPERTISE

<i>Certifications</i>	Google Analytics Individual Qualification – January 2020 Google Ads • Search Certification – January 2020 Google Ads • Measurement Certification – January 2020
<i>Classroom Training</i>	Foundation Arts Program, Columbus College of Art & Design, Columbus, OH Beginner's Japanese, Japan Society of Northern California
<i>Seminars and Courses</i>	Power of eMarketing, Search Engine Strategies, Mobile & Social Networks, Google Analytics and Ads, Digital Living Room, TV of Tomorrow

PUBLICATIONS & INNOVATION

- Co-Author: "The Future of Digital Entertainment: Creating Convergence," Scientific American (Nov. 2000).
"The Fantasy Trip Adventures: The Curse of Katiki-Mu," Steve Jackson Games (Sept. 2019).
- Co-Inventor: USPTO 10,070,063 "Integrated Video Capturing and Sharing Application on Handheld Device"