

**Profile**

**Marketing professional with an interactive & video edge. MBA with a broad based skill set and international perspective. Will make your marketing effective, efficient and remarkable.**

**Marketing Experience**

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- ◆ Introduced 7 new consumer products from concept to production in less than a year
- ◆ Took a direct email campaign from making 7k a month to 70k a week in sales
- ◆ Built and administered ground breaking manufacturer support program for driving internet sales through large internet retailers
- ◆ Designed, produced, and implemented 100 square meter exhibit at international trade show in Munich
- ◆ Conceived and produced new ad campaigns that resulted in a proven increases in consumer awareness and demand
- ◆ Presented initiatives and maintained successful business relationships with Fortune 500 clients that increased profits
- ◆ Designed & implemented complete website facelift with powerful new features for over 3000 fitments in 2 months
- ◆ Reoriented SEM campaigns to lower costs and increase sales by increasing targeting focus of key phrases
- ◆ Wrote releases and worked press relations which increased the quality and quantity of good industry press coverage

**General Business Experience**

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- ◆ Hired, trained, retained and led teams of up to 30 people
- ◆ Project managed complete IT and telecommunications infrastructure upgrade that supported \$18 million in sales
- ◆ Established links of communication across multiple departments to increase department effectiveness...fluent in "tech speak"
- ◆ Worked in multi-tasking startup environment where priorities change and are implemented within hours
- ◆ Experienced and effective presenter and guest speaker
- ◆ Cross Industry Experience, Motorcycle & ATV, Travel & Tourism, Fancy Food, Corporate & Municipal Security, Ad Agency
- ◆ Experienced with Excel, Word, Powerpoint, Photoshop, FinalCut Pro, InDesign, Quark, GoLive, DreamWeaver

**Recent Career History**

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LeoVince USA (August 2007 - July 2009)

Interactive Marketing Manager: Internet retailer sales development, all digital video, complete website face lift and complex feature build out, all website content, work events, manage all digital assets, flyers, and distributor sales collateral for the US division of the worlds largest motorcycle exhaust manufacturer.

BikeBandit.com (November 2006 - August 2007)

Senior Marketing Manager: Responsible for 2M budget, did complete rebranding, envisioned and executed integrated plan of print, SEO, SEM, copromotion and major e-mail marketing campaign expansion that all together took this powersport e-tailer from #4 to battling for the #1 most trafficked site

Intagio Media Services (November 2005 - November 2006)

Marketing Coordinator: Envisioned and implemented new B2B marketing strategy; trained and supervised account directors in prospecting presentations. Handled external marcom functions including event-marketing planning and execution, SEM campaign management, account planner on large accounts for this media services agency.

Bel-Ray Company, Inc. (June 2004 - April 2005)

Marketing Manager Consumer Division: New product development, marketing communications plan, press relations, market segment analysis, marketing strategic planning, industry relations, promotional campaign strategy and implementation, sponsorship management, distributor relations.

MacLeod Group (February 2003- Current)

Freelance Marketing Work: Rebranding initiatives & promotional event coordination in consumer packaged goods, magazine layout, marketing strategy, corporate identity creation, apple computer support and consulting, website creation, office connectivity projects, client business contract representative

Airtreks.com (January 2000- February 2003)

Marketing Manager, Web Producer & IT Manager: Market research, business development, online media campaigns, copy writing, complex user interfaces, user testing and the entire website. scaled out information technology infrastructure to support increased efficiency and capacity. Desktop deployment, IT procedures, LAN topography, server room set up and phone systems for this international airfare supplier.

**Education**

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MBA in Marketing Golden Gate University (GPA 3.8)

BS with Distinction in International Business Sonoma State University (GPA 3.78)

