

## Professional Summary

Results-driven leader with 21+ years of experience in automotive, technology, and education sectors, driving business growth through strategic marketing, client relations, and data-driven insights. Proven track record of transforming company perceptions and fostering long-term partnerships.

## Professional Experience

### Executive Director of Education (ED09)

Inazuma.co | 2020 - Present

### Director of Client Relations

TrueCar | 2016 - 2020

#### Key Achievements:

- Improved client perception by 60% within 4 years through targeted marketing strategies and enhanced customer service
- Developed and executed a comprehensive training program, resulting in a 30% increase in sales team productivity

#### Responsibilities:

- Managed a team of account managers, providing guidance on client relations and sales growth
- Collaborated with cross-functional teams to design and implement marketing campaigns

### Senior Manager, B2B Marketing

Autotrader.com | 2012 - 2016

#### Key Achievements:

- Conceptualized and launched a B2B marketing platform, yielding a 25% increase in new business acquisitions
- Conducted market research and analysis, informing product development and business strategy

#### Responsibilities:

- Led a team of marketers in developing targeted campaigns for automotive dealerships
- Fostered strategic partnerships with industry leaders to drive business growth

### Marketing Manager

Kelley Blue Book | 2008 - 2012

**Key Achievements:**

- Designed and executed a digital marketing strategy, resulting in a 40% increase in website traffic
- Developed and maintained relationships with key clients, ensuring a 95% client retention rate

**Responsibilities:**

- Managed the development of marketing materials and campaigns for automotive clients
- Collaborated with the sales team to identify new business opportunities

## **Instructor, Marketing and Business Courses**

University of California, Los Angeles (UCLA) Extension | 2005 - 2008

**Key Achievements:**

- Developed and taught courses on marketing strategy, business development, and entrepreneurship
- Mentored students in creating successful business plans and marketing campaigns

**Responsibilities:**

- Designed curriculum and instructional materials for marketing and business courses
- Evaluated student progress and provided constructive feedback

## **Education**

**Master of Business Administration (MBA)**

University of Southern California (USC) Marshall School of Business | 2005

## **Technical Skills**

**Analytics and Research:**

- Market Research
- Competitive Analysis
- Data Analysis
- Qualitative Research

**Marketing and Strategy:**

- Marketing Strategy
- Digital Marketing
- Advertising

- Market Analysis
- Business Strategy

**Leadership and Management:**

- Leadership
- Management
- Team Leadership
- Strategic Leadership

**Client and Business Development:**

- Account Management
- Sales
- Business Development
- Segmentation
- Strategic Partnerships

**Communication and Training:**

- Public Speaking
- Training
- Consulting
- Helping Clients Succeed