

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