



Hello! I'm a Marketing strategist who builds strong, dedicated client relationships and partnerships that are built on trust. Proven track record of implementing the necessary business development strategies to accomplish breakthrough sales objectives while creating unique market-entry strategies, managing business relationships, building credibility, and establishing immediate rapport with potential clients.

Key Skills.

- Strategized & executed marketing campaigns.
- Expertise in market research & analysis.
- Strong leadership & team management skills.
- Business Management & Operations
- Project Development & Management
- Improvement Strategies & Tactical Planning
- Problem Resolution & Decision-Making
- Outstanding Client & Staff Relations
- Time Management & Prioritization

Experience.

CURRENT ROLES

Marketing Director @ Southern Stone & Cabinets

Mar, 2021 - Present

- Successfully led the launch of two site revisions and a company rebranding during a major acquisition, resulting in increased brand awareness and significant revenue growth.
- Collaborated with cross-functional teams to streamline and optimize processes across sales, scheduling, installation, warehouse fulfillment, and customer service, reducing costs and improving overall efficiency.
- Played a key role in identifying and resolving critical business issues, developing effective strategies and solutions to improve performance across the organization.

Marketing Director @ Bennett Construction

Mar, 2020 - Present

- Spearheaded the development and maintenance of a comprehensive organic marketing strategy, resulting in a 100% increase in average sale price per job and substantial revenue growth.
- Developed and implemented a holistic software stack to optimize sales, marketing, and project management operations, enhancing efficiency and productivity.
- Developed financial reports with historical data and charts to track key metrics such as sales revenue, lead generation, project profit margin, empowering teams to make data-driven decisions.

VP of Business Development @ Passive Wealth Builders

Jun 2018 - Mar 2020

- Established and tracked revenue goals with CEO, created performance reports.
- Analyzed data sources, provided insights to optimize partnerships and drive growth.
- Developed high-performing team through coaching and knowledge sharing.
- Led key functional areas including acquisition, renovation, sales, property management, and investor relationships.

Marketing Strategist @ Speak Creative

Dec 2016 - Jun 2018

- Provided realistic budget for successful product launch.
- Conducted competitive analysis for increased exposure and advantage.
- Directed and coached successful marketing efforts for growth.
- Collaborated for innovative marketing campaigns to achieve goals.

Sales Expert @ Apple

Aug 2012 - Dec 2016

- Led mentorship program for improved performance and satisfaction.
- Filled critical staffing needs, implemented strategies for top talent.
- Developed innovative solutions for cost savings and growth.