

SUMMARY OF QUALIFICATIONS

- \$100+ Million Paid Media Management
- Advertising Technology Design and Integration
- Built/Managed 120k+ digital campaigns
- Enterprise Marketing Program Management

EXPERIENCE

Digital Marketing Experience

- Epsilon, Senior Director for Ad Technology and Fulfillment, Oct 19 – Present
 - Designed and deployed a 30k campaign program to support \$200k+ monthly budget for all Nissan and INFINITI dealers in the US and Canada.
 - Created a new product for automotive service retention leveraging internal data sets and transactional data to automatically deploy marketing messages to customer segments.
 - Designed, created, and managed a digital advertising program to support General Motors' certified digital advertising program.
 - Currently designing future automotive marketing programs critical to digital revenue growth.
- Digital Edge Advertising, Founder, Jan 17 – Sept 19
 - Founded a digital advertising agency focused on lead generation for local businesses and enterprise marketing support.
 - Profitable in year 1, increased revenue 3x in year 2, and increased revenue again by 48% in year 3. Maintained higher than normal profit margin as compared to industry averages throughout growth.
 - Created an integrated advertising system that leveraged technology to maintain ad relevance from search ad through the landing page, doubling industry standard conversion rates.
 - Advised SearchForce, a Silicon Valley ad tech company, to improve software for scaled management and creation of advertising campaigns.
 - Created and managed a program for Yellow Pages to power their local advertising solution across 45k+ businesses per month.
 - Pioneered a method of scaled campaign creation, clearing a backlog of 70k+ campaigns for local businesses across the US.
 - Asked to join the acquisition of SearchForce by Publicis/Epsilon.
- Berkshire Hathaway Automotive, Digital Marketing Manager, May 14 – Dec 16
 - Modernized the digital marketing program for 82 dealerships by instituting full conversion tracking to increase marketing budget efficiency.
 - Grew the internal digital advertising book of business from \$11 million per year to \$18 million per year.
 - Hire and trained 5 digital marketing specialists to support digital advertising efforts.
 - Managed all paid media operations to support \$10+ billion in annual revenue.

- Apollo Glass, Founder and Digital Marketing Manager, May 12 – June 13
 - Built and developed a robust PPC campaign and strategy to capture market share.
 - Optimized landing pages, reducing bounce rate and increasing conversions.
 - Managed the daily budget for various products and services, maintaining consistent and profitable spend, resulting in approximately \$100,000 in revenue on a \$10,000 budget in a three month period.
 - Created and conducted split tests on ad text, increasing CTR and relevance.
 - Analyzed the return on investment and effectiveness of all PPC campaigns for both lead capture and branding.

United States Marine Corps, May 04 – May 14

- Human Intelligence / Counter Intelligence Specialist (09-14) & Field Artillery (04-08)
 - Managed all preparatory training of 15-20 intelligence community applicants per class.
 - Primary instructor for all applicants on Marine Corps Base Camp Lejeune, NC.
 - Conducted 80+ intelligence and security interviews, ensuring safety of information and of 150+ personnel.
 - Coordinated all training for more than 200+ human intelligence professionals, including 37 training events, 23 professional military education classes, and multiple intelligence schools, greatly increasing operational readiness.
 - Analyzed current policy and advised senior management on development and implementation for successful training of 200+ human intelligence personnel.
 - Planned and initiated a \$15,000+ project to add 5 classified secure internet routers in office spaces, resulting in a more efficient workflow and a higher level of accessibility for senior management.
 - Assisted in managing over 5 million dollars in project funds, assuming all project responsibilities during primary project manager's month long absence.
 - Assisted planning and tracking of 139 projects worth 1.2 million dollars and oversaw the continuing execution of 427 projects worth over 4 million dollars, including funds and milestone management.

Education

- Bachelors in Computer Information Systems from Devry University (in progress, expected completion 2020)
- High School Diploma from Washington High School, Phoenix, Arizona

Honors and Awards

- 2013 - Navy and Marine Corps Achievement Medal – For outstanding leadership and assumption of all management responsibilities during primary manager's absence for 2 months.
- 2009 - Navy and Marine Corps Achievement Medal – Developed a metrics based analysis system for 16 million dollars of current and historic project funds in Al Anbar Province, Iraq.