

Executive Marketing Technologist & Strategist

Strategic Market Planning / Brand Development / Profit Optimization
High Growth and Established Organizations / Hospitality Products and Services

Innovative and entrepreneurial marketing management professional with over 15 years of experience capturing the competitive advantage to sustain business success bolstered by more than 25 years dedication to the hospitality industry. Growth focused and success-driven with exceptional interpersonal communication skills and the ability to forge productive teams through professional development and training efforts. Proven record of accomplishment in development, implementation, and oversight of creative marketing strategies that meet measurable objectives for high-demand organizations. Outstanding business acumen strengthened by a proficiency to identify opportunities, analyze deficiencies, and develop solutions; translatable to any environment.

Areas of Expertise:

- Brand Identity and Awareness
- Data Analysis
- Competitive Analysis
- Recruiting and Staffing Initiatives
- New Market Development
- Lead Generation
- Marketing Tools / CRM
- CRM
- Budget Administration / Management
- Revenue Analysis
- Creative Content Development
- Digital Marketing and Media
- Team Building and Leadership
- Campaign Management
- Traffic Increase / SEO
- Video Production

Professional Experience

Retinue Corporation – Overland Park, KS

Chief Marketing Officer (2/2010 - Present)

Dedicated to supporting those who serve others through impeccable management and operating standards.

Direct strategic marketing campaigns, traditional advertising, and sales efforts that increase multi-channel revenue streams. Facilitate public relations and promotional initiatives that align with improved sales and marketing strategies for various hotels, resorts, attractions, and water parks. Orchestrate digital marketing efforts to include search engine optimization (SEO), search engine marketing, social media marketing, content marketing, campaign landing page development, retargeting, and market automation. Establish conversion optimization testing, phone number tracking, tag management, and closed loop web analytics to effectively streamline leads and build client base. Develop and implement CRM techniques, retention strategies, and new customer acquisition efforts.

Selected Contributions:

- Improved marketing efforts, public relations, social media, and national campaign awareness for a celebrity spiritual teacher and author that achieved a **210% revenue increase**.
- Spearheaded non-profit organization awareness and participation that produced a **525% annual attendance increase** and **200% increase in annual revenue**.
- Designed and established strategic sales and marketing plan for a 700 room independent resort that effectively **increased annual revenue per available room (RevPAR) by 28%** through increases in occupancy and revenue per occupied room (RevPOR).

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Great Wolf Resorts – Madison, WI

General Manager (2/2009 – 12/2009)

A leading water park resort and parent company of Great Wolf Lodge, focused on providing a memorable vacation experience for the whole family.

Revolutionized company management and revenue structure of original flagship property in Wisconsin Dells, WI. Developed improved relations with new ownership and overcame condominium board resistance. Drove revenue increases while concurrently managing and reducing company expenses.

Selected Contributions:

- Triggered a **12% increase in property profitability** through vigorous expense management, revamp of property revenue management and improved price tiers.
- Directed \$6MM expense management efforts that optimized a **\$18MM revenue increase**.
- Encouraged professional development to streamline direct management accountability that produced a **10% increase in property morale and employee satisfaction scores**.

Corporate Director of Sales & Marketing (2/2004 – 2/2009)

Strategized marketing concepts during the development and rapid expansion of this company. Developed and maintained volume revenue channels with revenue management principle strategies for 12 indoor water park and family entertainment resorts. Recruited, mentored, and supervised staff talent of more than 100 sales and marketing associates. Liaised between executives and marketing firms to ensure effective communication during branding and public relation efforts. Collaborated with Joint Venture partners to identify new market resort development opportunities.

Selected Contributions:

- Designed and launched conference centers within each property that **improved the average property revenue stream by 300% from \$500K to \$1.5MM annually**.
- Recognized as **Revenue Analyst** for the advanced team working to **launch 8 resorts in new markets**.
- Developed and authored *Sales Solution* training program that incorporated prospecting, closing, and retaining business strategies and was **integrated in corporate director and general manager orientations**; personally **coached over 225 sales and marketing professionals** in curriculum.
- Played an integral role in the **sales and marketing strategies that launched expansion of indoor water parks across North America in the last 15 years** by crafting a channel management approach allowing property expansion outside of traditional vacation areas.