



SKILLS & EXPERTISE

- Relationship building
- Financial management
- Team building & leadership
- Strategic brand planning
- Comms & creative strategy
- Digital & social innovation
- Paid media & measurement
- CPG & beverage
- Shopper & retail marketing
- Promotional & event marketing
- Strong written & verbal communications



BRAND PARTNERS

verizon



AWARDS & RECOGNITION

- Visible Red Rocks Unpaused: Adweek, Shorty's, The Drum, Denver50, One Club
- Visible #Phonetopia: Denver50, One Club
- Visible 404 Stores: Cannes Lions shortlist, One Club
- Starbucks K-Cup "Flavor Match", Pro Award
- Seattle's Best Coffee "It's like a free upgrade", Silver Internationalist Awards

SUMMARY

A passionate and driven business leader with over 15 years of integrated marketing and brand building experience, seeking a management position that allows me to inspire a motivated team and drive growth and innovation for a brand.

PROFESSIONAL EXPERIENCE



Group Account Director

Madwell, Denver, CO

June 2018 – Present

Integrated Brand & Digital Marketing, Visible Wireless

Responsible for leading and growing Visible, a newly launched brand and wireless carrier backed by Verizon.

- In just 90 days restored the health of our largest account and negotiated our FY19 retainer which more than doubled revenue. Our relationship still remains strong.
- Managing a total client portfolio of +\$20MM and driving ~20% organic growth annually.
- Mentor and support in career development for an account team of +5 FTEs.
- Led several innovative and award-winning immersive events including Red Rocks UnPaused, Unlimited Massages, #InVisibleNY, SXSW Music Box and #Phonetopia.



Group Account Director

The Integer Group

Oct 2014 – June 2018

Integrated CPG Marketing, Starbucks and Seattle's Best Coffee

Responsible for oversight of national CPG campaign initiatives, scope negotiation, revenue and staffing for Starbucks, Seattle's Best Coffee and TAZO (\$8MM annual revenue).

- Grew our retained agency fee by 37% and delivered against 100% of organic revenue goals 4 years in a row (+\$250k/year) through proactive selling.
- Managed professional development for 6 direct reports, negotiated annual scoping and staffing for 35 FTEs, and ensured ongoing team health and training.
- Led national integrated product launch of Starbucks Hot Cocoa K-Cups campaign including TV, print, web, DM sampling, digital media and social influencer activation.
- Led the last five Starbucks seasonal marketing initiatives, of which Holiday FY'17 was historically the highest performing program to date, resulting in 97% ACV.
- Account lead on SBC qualitative consumer research, brand re-positioning, brand site redesign and development, social content strategy, e-CRM and influencer programming.

Digital Innovations Director

The Integer Group

Sept 2012 – Oct 2014

Test and Learn digital/retail Marketing, MillerCoors portfolio

- Pioneered the MillerCoors "Digital Toolbox"—an arsenal of digital programs that were tested and standardized for customization across the business.
- Launched the first Food and Beer pairing website for MillerCoors, PintsandPlates.com—named MillerCoors program of the year.
- Piloted a motion-activated retail display leading to a 15% lift in off-premise beer sales.
- Launched an NFL test campaign for Miller Lite in partnership with Drizly alcohol delivery.
- Successfully activated the Miami Heat Fancam social experience—a first for MillerCoors.

Account Supervisor

The Integer Group

Jan 2009 – Sept 2012

Integrated Digital Marketing, Blue Moon Brewing Company

Delivered integrated program planning, digital media execution, creative development and cross-agency integration. In just 2 years, established a digital brand presence that was held up as the "gold standard" at MillerCoors.

- Led the UX, design and launch of the brand's first mobile optimized site.
- Led a fully integrated award-winning program, "Craft the Next Blue Moon", to launch a new consumer-generated flavor.
- Established the strategic approach and social voice for the brand, growing our Facebook fans from 40,000 to 400,000+ in under a year.



EDUCATION

Bachelor of
Journalism/Advertising,
University of Missouri-Columbia,
School of Journalism
Magna Cum Laude



A LITTLE ABOUT ME

I landed in Colorado just 90 days after an amazing experience at the Estes Park Yoga Conference. I'll take any chance I have to enjoy the outdoors; camping, hiking, biking, skiing or fishing. A 20 year vegetarian, I enjoy cooking and experimenting with new recipes (chopping vegetables is like meditation for me). Fun fact: I once made the Denver roller derby team.

PROFESSIONAL EXPERIENCE



Account Supervisor

Rodgers Townsend/DDB

April – Dec 2008

- Managed AT&T Small Business Advisory Panels; focus group recruitment, discussion guides and research readouts.
- Oversaw national print, radio and digital media for AT&T Small Business.



Account Manager

Momentum Worldwide

July 2003 – April 2008

- Managed a team of three after just four years of experience, received three promotions within five years and worked remotely as a Comcast Marketing Brand Manager.
- Led national campaigns for AB InBev, including Bass Ale, Czechvar and Land Shark Lager.
- Produced and hosted on-site event activation of Comcast/Clear Channel sponsorship at 13 concert venues and 150 events.
- Co-managed national promotions for International Truck & Engine including celebrity tie-ins, direct mail, dealer POS and interactive sweepstakes and fulfillment.