

NAME

Mobile Phone

Web site

E-mail

**CHIEF PROJECT OFFICER • ENGAGEMENT DIRECTOR • PMO EXECUTIVE • ACCOUNT EXECUTIVE
DIRECTOR OF INTERNET MARKETING • ONLINE MARKETING DIRECTOR • WEB MARKETING DIRECTOR**

Creating order out of chaos by turning ideas and problems into solutions using web marketing and project management techniques:

SATISFY STAKEHOLDERS. Award Winning Web Marketer meets customer needs while reducing costs and improving productivity for Fortune 100 companies, small businesses and everything in between. Enthusiastic business leader successfully cultivates and improves customer relationships and builds and manages international teams using internal and external resources.

IMPROVE PERFORMANCE. Accomplished Operations Leader applies experience in telecommunications, wireless, electronics, and not-for-profit fields to improve revenue, profit and processes.

GET RESULTS. Visionary Project Manager identifies opportunities, builds consensus, develops and executes plans to deliver results – on time and within budget. Independent thinker balances structure and creativity to provide sometimes unusual solutions and pull failing projects back from the brink.

KEY QUALIFICATIONS

- Project Management
- Content Management
- Operations Management
- Customer Relationship Management
- Event Management
- Web Marketing
- Web Analytics
- Key Performance Indicators
- Search Engine Optimization
- eCommerce

PROFESSIONAL EXPERIENCE

COMPANY ONE - ATLANTA, GA

2007–2008

Event management and commercial initiatives arm of the London-based Company Association

Consultant

Integrated registration for all company events and owned the relationship with registration vendors. Built and maintained relationships with Exhibitors. Assumed a leadership role in a matrix environment to engage and direct resources worldwide, including extensive travel within North America, Europe and Asia.

WEB MARKETING / PROJECT MANAGEMENT / CRM / EVENT MANAGEMENT

- Successfully established new registration system for the Mobile World Congress (MWC) and its sister event the Mobile Asia Congress (MAC). MWC is the premiere event for the global mobile industry, attracting over 55K visitors, more than 1200 exhibitors, and 3000-plus media representatives to Barcelona in 2008.
- Further registration system improvements following MWC08 in February allowed successful management of MAC08 in November. This included 47 co-located events and a 15% increase in delegates over MAC07 in spite of challenging economic conditions, corporate travel cut-backs, and more restrictive visa requirements on travel to Macau from mainland China.

COMPANY B - Schaumburg, IL

1996–2006

A US\$30-plus billion marketer of branded OEM products to a worldwide marketplace

eBusiness Manager, Atlanta, GA

2004–2006

Owned all web related initiatives for Business Radios Group. Defined metrics to measure success of sites and to understand where they needed improvement. Correlated unit sales and lead generation to web visits and tracked and interpreted common parameters such as page visits, average page duration, search engine and keyword referrals, top pages, and most downloaded files. Represented Group on Networks & Enterprise Business Interactive Marketing Team and for multi-Business projects related to the web.

WEB MARKETING & ANALYTICS / KPI / SEO / ECOMMERCE / PROJECT MANAGEMENT / CONTENT MANAGEMENT / CRM

- Established initial web presence for a US\$50M business by creating and implementing first-ever eMarketing plan.
- Launched “Do you speak Digital?” campaign micro site for North America. Site subsequently leveraged by Europe, Middle East, Africa, and Latin America as new product line was introduced in these regions. Integrated global campaign cited as “best practice” by US\$6.7B Government & Enterprise Mobility Solutions Business.
- Increased visits to optimized pages by 65% in a single month using Search Engine Optimization. In that same period visits to the site as a whole increased by only one-half of one percent.

Business Analyst / Project Manager, Lawrenceville, GA

2000–2004

Prioritized, planned, managed, and executed all Systems related projects for a US\$300M business. Assumed a leadership role in a matrix environment to manage and direct resources in four states. Represented the Group on multi-Business and cross-Sector projects related to eCommerce.

PROJECT MANAGEMENT / OPERATIONS MANAGEMENT / CRM

- Increased dollars booked via electronic orders from 29% to 73% of total dollars booked for a US\$300M organization by successfully completing projects related to Enterprise Resource Planning (ERP), Warehouse Management Systems (WMS), B2B, and Electronic Data Interchange (EDI) activities involving large retail customers.
- Improved percentage of projects completed on time or ahead of schedule from 50% to 93% for a US\$300M organization by establishing project management policies and procedures.

Manufacturing Supervisor, Lawrenceville, GA

1996–2000

Supervised two production lines (30-45 nonexempt staff) manufacturing chargers and batteries for Motorola mobile devices and two-way radio products.

PROJECT MANAGEMENT / OPERATIONS MANAGEMENT

- Created and implemented a cost reduction plan with projected annual savings of more than US\$660K by devising a process to pre-populate printed circuit boards and store them as stock items. For some products we could build chargers on the back end of the production line faster than we could populate boards on the front end. This new process allowed us to supplement the back end of these unbalanced lines, thereby achieving production goals.
- Managed a manufacturing team that reduced material cost by 11%, dropped head count by 15%, and reduced cost per unit by 36% by improving operating efficiencies and product quality.
- Managed a manufacturing team that set an organization quality record (5.8 sigma) for a new product introduction.

COMPANY C - Lilburn, GA

1989–1997

Small business providing technical writing, editing, marketing, and publishing services

Owner

Successfully started up and managed the business. Recruited, managed, and developed contractors to perform assignments.

MARKETING / PROJECT MANAGEMENT / CRM

- Achieved an average ROI of 30% by steadily adding to the client base and utilizing contractors for many assignments.
- Acquired Association clients that included the Technical Association of the Pulp & Paper Industry (TAPPI), Institute of Industrial Engineers (IIE), and American Society for Heating, Refrigeration, and Air-Conditioning Engineers (ASHRAE).

COMPANY D - Atlanta, GA

1979–1989

Leading technical association for the worldwide pulp, paper and converting industry

Managing Editor, Journal Publications

Held roles with increasing responsibility, and ultimately served as Managing Editor. Supervised production personnel and editorial content; ensuring that all *Journal* publications were produced on time and within budget. Owned agency relationships and managed contractor assignments. Interviewed and profiled industry leaders. Represented the Association and provided editorial coverage at industry trade shows.

MARKETING / PROJECT MANAGEMENT / CRM

- Increased editorial pages produced by 40%, while reducing production costs by 43%, on an operating budget of US\$3M by outsourcing much of the editing and production work. This also allowed department headcount to be reduced by 40%.
- Created two new publications with an ROI of better than 20% each.
- Represented the Association as a member of the Society for Technical Communication; served as Atlanta Chapter President. Lead successful bid to host 1992 STC Annual Conference in Atlanta. Prepared and presented bid proposal to STC Board of Directors.

EDUCATION

BRENAU UNIVERSITY – Gainesville, GA
BA Degree – Journalism

GEORGE WASHINGTON UNIVERSITY – Washington, DC
Masters Certificate in Project Management

RECENT CERTIFICATIONS / AWARDS

2005 “BEST OF DIVISION” AWARD BY THE BUSINESS MARKETING ASSOCIATION For “Do you speak Digital?” campaign micro site	2006
COMPANY B CGISS WEB REDESIGN PROJECT Recognized for contributions to the Global Web Marketing Team during multi-year project	2005

SPECIAL SKILLS**COMPUTER SOFTWARE**

Proficient with most major office, web publishing, traditional publishing, web analytics, content management, project management, and database tools, including:

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|--------------------------------|-----------------------|
| ➤ Microsoft Office products | ➤ PageMaker |
| ➤ Macromedia Studio 8 products | ➤ Illustrator |
| ➤ WebTrends | ➤ Rational ClearQuest |
| ➤ Interwoven | ➤ BrioQuery |
| ➤ Photoshop | ➤ Oracle |

COMPUTER LANGUAGES

Familiar with web-based languages, including HTML, XML, and JavaScript

SPOKEN LANGUAGES

- English – Native
- Spanish – Tourist/Travel Conversational
- Chinese (Mandarin) – Beginner