
Marketing & Communications Professional

Extensive success in public relations, product marketing, business development, and communications

Dynamic Marketing and Communications Professional with a wealth of knowledge and experience, with an unmatched track record of success in promoting his companies. Experience includes the design of successful marketing strategies, facilitating transparent communication between internal and external stakeholders, successfully introducing new technologies into the workplace creating greater efficiency, and building talented teams of professionals. Generate business opportunities for the companies he has served, increase brand awareness/exposure, and drive significant revenue growth by exploring new business development opportunities. Collaboratively build and lead talented teams through training, mentorship programs, and motivational leadership techniques. Has managed outside marketing and public relations agencies leading to marketing programs that have generated new business leads and conversions, fueled company growth, and achieved billions of positive media impressions.

Highlights of Expertise

- Brand Strategy & Campaigns
- Product Go-To-Market Strategy & Execution
- New Business Development
- SaaS & FinTech Marketing
- Salesforce & Hubspot CRM & Targeting
- SEO, GA4, WordPress, PPC
- Digital & Social Media Content Development
- Demand Generation & Lead Management
- Market Research, Analysis, & Reporting
- Tradeshows & Event Management
- Design & Video (Adobe Creative Suite)
- Thought Leadership (Blog) Programming

Career Experience

Member Access Processing – Seattle, Washington

MARKETING & COMMUNICATIONS LEAD (2009 to March 2024)

Strategically led corporate marketing and communications functions. Designed, developed, and launched brand, promotional, and marketing plans/programs that supported Software as a Service (SaaS) company growth. Directly oversaw and led a team of marketing, public relations, advertising, and research agency partners.

- ◆ Directly contributed to 10-15% annual revenue sales growth, an NPS score of 92, and a 98% average customer retention rate. Additionally, ended each year 10-20% under budget.
- ◆ Championed the profitable launch of 30+ products, which included APIs/Developer, Online/Mobile Payment App, Visa Signature, Design-a-Card, MAP Plastics, and many others.
- ◆ Architected a thought leadership program that forged and strengthened relationships with media and industry influencers. Boosted brand awareness and market penetration.
- ◆ Introduced award-winning content and guided the ongoing development of multiple company websites/social media channels.
- ◆ Unmatched ability to understand and take action on the business challenges, media challenges, and regulatory challenges of his companies; never caught off guard and is always informed on the business environment of his companies and clients.

Fulcrum Foundation – Seattle, Washington

MARKETING DIRECTOR (2003 to 2009)

Spearheaded all aspects of brand marketing and communications efforts for a \$43M capital campaign. Designed, executed, and introduced new features for marketing and communications initiatives for the Fulcrum Foundation and its 73 Catholic Schools.

- ◆ Successfully completed a \$43M campaign within budget and above expectations. Engaged target audiences and increased revenue across the board.
- ◆ Designed and introduced new marketing collateral for the annual campaign. Integrated direct-mail, email, web, video, and physical presentations that were showcased at a \$1M+ gala.
- ◆ Conceptualized, drafted, and coordinated the launch of marketing communications and media relations materials. Wrote and designed award-winning annual reports.

MCD Communications – Seattle, Washington

COMMUNICATIONS CONSULTANT (2001 to 2003)

Served as a strategic, trusted business partner to business and nonprofit clients. Coordinated comprehensive campaigns that incorporated direct-mail and other media platforms.

- ◆ Authored, designed, and produced marketing communications and media relations materials. Enhanced the relationship between media outlets and the organization.
- ◆ Planned, executed, and effectively budgeted for community events and public presentations. Captivated and retained the attention of key audiences and stakeholders.
- ◆ Orchestrated donor development and direct-mail programming for a variety of business and nonprofit clients. Increased the effectiveness of new and existing programs.

Additional Experience

Communications Specialist ▪ Wells Fargo & Company – Seattle, Washington

Senior Account Executive ▪ Publicis Dialog – Seattle, Washington

Communications Coordinator ▪ Northshore School District – Bothell, Washington

Account Executive ▪ Pinette & Company – Seattle, Washington

Assistant Campaign Director ▪ Cantwell for Congress – Seattle, Washington

Public Relations Representative/Associate ▪ Community Design Exchange – Seattle, Washington

Communications & Events Director ▪ St. Mark's Cathedral – Seattle, Washington

Education & Credentials

Master of Science – Mass Communication

S.I. Newhouse School of Public Communication, Syracuse University – Syracuse, New York

Bachelor of Arts – Public Relations

Carroll College – Helena, Montana

Professional Development

- Mansfield Cultural Exchange Study: Kumamoto University of Commerce – Kumamoto, Japan