

## Education

- Boston University's Center for Digital Imaging Arts, 9/11 - 5/12  
Certificate - Graphic and Web Design program
- Salem State College, 2003- 2007  
B.S. Communications - Public Relations Concentration  
Nation Communications Association Honors Society, 2006 and 2007  
Cum Laude  
GPA-3.72

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### Code Languages/Platforms

- Wordpress
- Expressions Engine
- HTML/XHTML
- CSS
- Mac OSX
- Windows

### Software Knowledge

- Microsoft Office
- Adobe Creative Suite 6 - Graphic & Web Design
- Adobe Flash
- Hubspot
- Salesforce.com
- Mail Chimp/Constant Contact
- EventBrite
- BBEdit

## Professional Experience

- **Marketing Manager - Standard Electric, Wilmington, MA** 2/13 - present  
**Marketing Strategy** - Designed, proposed and gained buy-in from senior leaders to execute a new strategic marketing direction leveraging inbound methodologies for lead generation; used Hubspot's marketing automation tool to start analyzing, scoring and qualifying potential leads; implemented methods of content creation and sharing including blogging, landing pages customized email communications, QR codes, tailored calls-to-action, ppc ads for all campaigns  
**Project Management** - Solely responsible for building task force and managing web redesign with full creative license on all aspects of the project; Created initiative for internal blog team with guest writers, designed buyer personas of target audience, ran meetings to present high-level direction of blog and personas via round-table discussions; created team editorial calendar  
**Vendor Relations** - Worked closely with over 30 vendor partners to create individual joint marketing plans through the use of co-op funds received annually based on previous year's COGS; fully responsible for tracking and balancing budgetary allocation of all vendor funds and reconciling monies spent  
**Community Management** - Created, posted and monitored social media messaging across all platforms; used pre-scheduled and bulk post tools for efficient and consistent updating; tracked total reach and tweaked strategy to increase expansion  
**Event Coordination** - Managed and executed all event logistics geared toward increasing market share amongst current business  
**Campaign & Content Creation** - Wrote full copy for all sections of website; main publisher to company blog; created press releases and disseminated to local media channels and publications; updated website; worked directly with executive team to create campaign strategy
- **Independent Contractor - Full Circle Design & Marketing Firm, Melrose, MA** 5/12 - 8/12  
**Web Development** - Created HTML emails for client email campaigns, developed landing pages, built and made edits to static and dynamic web pages  
**Copywriter** - Wrote copy for client websites, brochures, eBlasts, print ads, newsletters and blogs, created client press releases, and developed content for internal marketing material

**Social Media Management** - Responsible for updating Twitter and Facebook accounts, gathered and posted informative content leveraging Full Circle Design as a resource to its followers

- **Marketing Associate - Article One Partners, Woburn MA** 3/11 - 9/11
  - Lead Generation** - Consistently formulated strategies and campaigns to attract and create new business, aligning with weekly and quarterly goals; hit or exceeded goals on a consistent basis
  - Conferences** - Reviewed and qualified upcoming conferences and events for possible networking and business opportunities, coordinated the planning and preparation of tasks as assigned leading up to event, reviewed attendee lists for follow up campaigns post event
  - Webinars** - Planned and executed integrated marketing strategies to promote webinar and for post-event outreach, coordinated meetings for content structure and outline of webinar with presenters, created and finalized presentation of content, ran logistical/technical execution of live event
- **Marketing Coordinator - Village Fertility Pharmacy, Waltham MA** 8/10 -3/11
  - Event Planning** - Organized and assisted with national conference events and local company gatherings; Managed event details such as vendor and location selections, created invitations, determined style of event within budgetary guidelines
  - Collateral** - Created and maintained marketing collateral for Village; worked with printing companies and sign distributors to execute and finalize projects on a consistent basis
  - Design** - Created promotional flyers and inserts to build awareness of new products being launched through the online store
  - E-commerce Management** - Fully responsible for retail products in-store and on www.villagefertilityproducts.com; Promotion of new product launch through company website, mailings and in-store signage; maintained look and appearance of online store
  - Training** - Employee education on features and benefits of new product rollout
  - Merchandising** - Vendor selection for products: built relationships, partnering with vendors for optimal product launch outcome; researched and decided new product selection; Determined current product discontinuation based on previous sales trends; re-ordered and kept store fully stocked
- **Sales Support Specialist - Comcast Cable, North Reading MA** 2/06 - 8/10
  - Employee Communications** - Creator, writer, and editor of the department quarterly newsletter consisting of feature stories, top sales performers, manager in the spotlight, new hires, and positive customer experience
  - Training** - Developed and wrote material used for training purposes; facilitated trainings, presentations and electronic communications surrounding product updates and company policy changes; Trained new hires on department expectations as well as review of handouts needed to successfully carry out job requirements
  - Quality Assurance** - Reviewed and analyzed recordings of customer confirmations made by sales agents to ensure compliance with company policy and federal regulations; Maintained electronic folder of requests for department-exclusive offers channeled through from other areas of the business, honored or denied request based on customer eligibility;
  - Call Monitoring** - Silent monitoring of outbound sales calls to provide positive feedback and sales-related areas of development in order to motivate and encourage a behavior/highlight areas of improvement for future calls