



Branding & Marketing Expert

Corporate brand strategy	SaaS platform marketing	Marketing automation
Storytelling and messaging	User experience / journeys	Creative direction
Training and presenting	Culture development	Audio / video production

Professional Experience

Director of Marketing and Public Outreach

San Diego County Bar Association, San Diego, CA, May 2019 – Present

- Audited, revised, and stewarded the Bar’s brand and messaging to best resonate with our 9000+ legal community members.
- Worked hand-in-hand with board and executive leadership to increase the value delivered to members.
- Collaborated across departments to engineer a turnaround from a years-long decline in membership numbers.
- Revamped our membership marketing program, attracting and retaining membership and revenue despite the COVID-19 crisis.
- Led our marketing team in the creation, production and execution of successful multichannel campaigns promoting a massive volume of programming and events.
- Oversaw writing, design, and production of regular e-newsletters, print magazine, social media, videos, and the website.
- Managed our digital and print advertising sales program and the relationships with our advertisers.

Brand and Marketing Strategy Consultant

BRANDVIVO, San Diego, CA, October 2013 – May 2019 ([website »](#))

- Provided executive-level strategy and delivery of branding and marketing campaigns for clients in banking, construction, technology, energy, professional associations, and nonprofits.
- Helped clients evolve their branding and positioning to optimize their alignment of products, markets, and messaging.
- Guided a diverse, multi-talented team of designers, web programmers, photographers, videographers, and printers.
- **Note:** I took hiatuses from this consulting work during my full-time employment at other organizations listed in this CV.

Marketing Director

Genesis Digital, LLC, San Diego, CA, July 2017 – October 2018

- Led a six-person marketing team promoting SaaS platforms for marketing automation / e-commerce and webinars.
- Managed the marketing launch of a powerful new SaaS all-in-one marketing platform which garnered thousands of new customers and several million in sales within a year.
- Wrote and built a comprehensive, benefits-driven website for the launch of the new SaaS marketing platform.
- Led planning and creation of multiple email campaign funnels for launch and ongoing marketing of the SaaS marketing platform.
- Directed content marketing across multiple media, adding thousands to our prospect lists and social media groups.
- Overhauled procedures and processes to vastly increase the efficiency and productivity of the marketing team.

Director of Marketing

Blue Star Families, Encinitas, CA, December 2016 – June 2017

- Managed a team of nine, spanning marketing technology, social media, events, PR, promotions, copywriting, and graphic design.
- Developed a full suite of marketing communications for all departments and initiatives.
- Architected a new website to improve user experience and increase donorship.

Marketing Director

ZUZA, Carlsbad, CA, September 2011 – October 2013

- Rebranded the firm, supporting its transformation from a commercial printer to a full-service marketing support company.
- Spearheaded and led a corporate culture program to align with the new brand and mission, boosting employee morale.
- Managed all marketing strategy and execution as part of the executive team.
- Achieved 200% ROI on multi-channel, online, and offline marketing campaigns for ZUZA.

Director, Marketing Communications

MIR3 (now OnSolve), San Diego, CA, May 2009 – October 2009

- Rebranded the company to better differentiate its SaaS emergency notification platform in the minds of customers.
- Managed marketing communication and public relations strategy and execution, supporting increased sales.
- Produced a customer success story video series.

Creative Director & Founder

Epiphany Marketing, San Diego, CA, November 2001 – May 2009

- Led a team of ten first-class designers, writers, and videographers helping San Diego companies with their branding and marketing communications.
- Industries: banking, technology, construction, entertainment, retail, and nonprofits. Clients included Petco, Mission Federal Credit Union, Western Alliance Bancorporation, Geppetto's Toy Stores, Liquid Environmental Solutions, and UCSD.
- Conceived and produced "Shindy.TV," an internet television show about San Diego lifestyle and entertainment, with multiple hosts and a full production team, which ran for two years.

Director of Corporate Communications

Entropia, San Diego, CA, December 2000 – September 2001

- Managed all marketing communications for this SaaS platform enabling distributed computing with huge PC networks.

Director of Marketing

Synergy Microsystems, San Diego, CA, June 1997 – May 2000

- Managed all marketing for this manufacturer of VME Bus single board (PCB) computer for real-time computing in military and industrial applications. Reported to the CEO and managed a marketing coordinator.
- Significantly increased brand awareness and affinity in the market, and bolstered steadily increasing sales.

Education

- Master of Business Administration, University of Redlands, May 2000 (GPA: 3.92)
- Bachelor of Science, Marketing, San Diego State University, May 1989. Magna Cum Laude (GPA: 3.57)

Proficiencies

Expert: Adobe Creative Cloud, Microsoft Office 365, Google G-Suite, WordPress, CRM, marketing automation / email marketing platforms, print production, Final Cut Pro X, audio and video production

Experienced: HTML, CSS, SEO, SEM, social media