



## Contact

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## About

Marketing and advertising professional with over 10 years of management experience and a proven track record for team leadership, multichannel marketing, and business development.

## Skills

- Google AdWords Certified
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- PPC Campaigns
- Social Media Marketing
- Email Marketing
- Basic HTML and CSS
- Squarespace
- Business Development
- Project Management
- Accounting
- Budgeting and Forecasting
- Photography
- 10+ years Management

## Experience

### Rock-N-Creek | San Diego, California

#### Marketing & Graphic Design Consultant | 2013 – present

- Current contract designer at iProspect, Inc.; concepts and design for social and display advertising.
- Developed brand platform and customer survey with 450+ respondents for an outline of marketing opportunities for Scooterwest.
- Implemented Scooterwest's brand direction and created wireframes for fully redesigned e-commerce website.
- Developed the creative for a fast-paced marketing plan to launch Munito on Kickstarter, which raised \$400,000+ in 30 days.
- Created logos and brand style guides, image retouching, infographics, market research, competitive analysis and plans.

### Wheat & Water | La Jolla, California

#### Marketing Director, Partner | 2014 – present

- Created and pitched business plan to raise more \$900,000.
- Lead operations as marketing director, financial controller and general manager to 40+ employees.
- Negotiated construction contracts and fostered trusting relationships with vendors across a wide range of industries, products and services.
- Developed restaurant brand; logo, graphic design for website and branded collateral, and interior design plan.
- Created multi-channel marketing campaigns including PPC, social media, email marketing and promotional materials.

### Urbn Coal Fired Pizza | San Diego, California

#### General Manager, Marketing Director | 2010 – 2013

- Optimized supply chain through the analysis of historical sales figures and purchase projections by formal budgeting.
- Increase sales and profitability each year.
- Successfully developed and executed holistic marketing campaigns that established Urbn as a recognizable regional brand.

### Davidson Communities | Del Mar, California

#### Real Estate Sales Representative | 2003 – 2007

- Managed field office and reported market changes and competition reports to corporate office.
- Maintained relations with prospective purchasers, brokers, and representatives from the masterplanned community.
- Responsible for sales and subsequent buyer satisfaction during construction and closing process.

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## Education

### Art Institute | San Diego, California

#### Advertising Bachelor of Science | 2010

- National Addy Award for Mixed Media Advertising Campaign
- Art Direction Intern at Vitro Agency in San Diego, California

### Rutgers College | New Brunswick, New Jersey

#### Double Major in Architectural History, Mathematics | 1998 – 2002

- Member of Rutgers Heavyweight Crew