

PROFESSIONAL SUMMARY

Senior Marketing Strategist with over 20 years of expertise in unified brand integration, digital transformation, and corporate communications. Currently maintaining a 4.0 GPA in the Master of Arts in Digital Strategy program at the University of Florida. Proven success in architecting full-funnel growth strategies, implementing AI-driven marketing ecosystems, and leading cross-functional initiatives that align marketing output with high-level organizational objectives and revenue growth.

CORE COMPETENCIES

- ✦ **Leadership & Governance:** Multi-Brand Portfolio Integration, Budget Oversight, Stakeholder Management, Vendor Relations, Cross-Functional Leadership.
- ✦ **Growth & GTM Strategy:** Go-To-Market (GTM) Planning, User Acquisition & Activation, Lifecycle Marketing, Inbound Strategy, Framework Analysis.
- ✦ **Performance & Analytics:** Conversion Rate Optimization (CRO), Customer Lifetime Value (LTV), Google Ads (Search/Display), Marketing ROI Analysis, CRM Orchestration.
- ✦ **Product & UX Leadership:** UX Research Design, Human-Computer Interaction (HCI) Principles, Product Positioning, Technical-to-Consumer Messaging, Strategic Roadmap Development.
- ✦ **Governance & Trust:** Regulated Market Communication, Corporate Reputation Management, Crisis Communication, Brand Integrity, Ethical AI Implementation.

PROFESSIONAL EXPERIENCE

Solé Construction Partners | Gibsonton, FL

Marketing Strategist & Brand Lead | May 2024 – May 2026

- ✦ Directly orchestrating unified Go-To-Market (GTM) and strategic communication plans for a multi-subsidary portfolio, ensuring absolute messaging consistency and brand integrity.
- ✦ Conceptualizing a 12-month strategic growth rollout to align internal product vision with external market identity, driving high-level stakeholder engagement and user activation.
- ✦ Standardizing brand architecture and visual systems across diverse development sectors to streamline integration and maintain equity across all subsidiary identities.
- ✦ Pioneering the integration of AI-augmented workflows and Adobe Creative Suite to streamline the production of digital assets and increase operational efficiency.

Safety Solutions & Supply | Mulberry, FL

Digital Marketing Manager (Multi-Brand Portfolio) | Dec 2020 – Feb 2024

- ✦ Managing performance-driven marketing budgets and lead generation systems to maximize campaign ROI and optimize customer acquisition across a diverse portfolio.
- ✦ Established and scaled the inaugural in-house marketing function, architecting a Zero-to-One growth engine that elevated brand authority and market share.
- ✦ Optimized user acquisition and retention by implementing data-driven content strategies and marketing automation to significantly increase conversion rates.
- ✦ Orchestrated high-visibility visual communication and brand systems, maintaining executive-level quality under rigorous, compliance-driven deadlines.

PROFESSIONAL EXPERIENCE (CONTINUED)

Securance Consulting | Tampa, FL

Creative Services Professional | July 2017 – Aug 2019

- ✦ Partnered with the C-suite to align marketing strategy with IT service growth, translating complex cybersecurity and technical auditing services into accessible consumer value propositions.
- ✦ Secured high-value contracts through the development of strategically messaged proposals and technical presentations, directly contributing to organizational revenue growth.
- ✦ Built an internal creative department from the ground up, streamlining the design lifecycle and reducing external agency spend by bringing strategic production in-house.

Ragan Consulting Partners | Valrico, FL

Founder & Creative Director | March 2013 – June 2017

- ✦ Led a strategic growth consultancy, architecting brand identities and digital ecosystems for a diverse client base through data-informed traditional and digital marketing strategies.
- ✦ Scaled a high-volume DTC marketplace storefront (Amazon), utilizing advanced SEO and targeted performance advertising to drive consistent user growth and revenue.

Agratronix | Streetsboro, OH

Creative Marketing Manager | July 2009 – Feb 2013

- ✦ Directed global GTM and rebranding efforts for an international agricultural portfolio (including Power Wizard), optimizing market positioning and global customer recognition.
- ✦ Established a verticalized production system that eliminated significant vendor costs and improved time-to-market for global branding initiatives.

EDUCATION

University of Florida | Gainesville, FL

Master of Arts in Mass Communication | Digital Strategy Concentration

Expected Graduation: Dec 2026 | GPA: 4.0

- ✦ ***Strategic Growth Focus:*** Advanced expertise in Digital Persuasion, UX Research Design, and Corporate Reputation Management.
- ✦ ***Performance Systems:*** Mastery of technical frameworks for Search/Display Advertising Optimization, Inbound Strategy, and CRM-driven Lead Generation.
- ✦ ***Ethical Data Governance:*** CITI Certified in Human Subjects Research (HSR) and Social-Behavioral-Educational (SBE) research, ensuring data-driven strategies align with strict ethical and regulatory standards.

Youngstown State University | Youngstown, OH

Bachelor of Fine Arts in Studio Art | Art & Technology Concentration

- ✦ ***Foundation:*** Specialized in the intersection of visual communication and emerging technologies, providing a strong creative base for high-level brand and product design.

HONORS & AWARDS

University of Florida College of Journalism and Communications

The National Society of Leadership and Success (NSLS) | August 2025 - Present

- ✦ The nation's largest leadership honor society.