

## ACTING GLOBAL MARKETING MANAGER

CONNECTING INNOVATIVE MARKETING AND SALES ENABLEMENT WITH TOP AND BOTTOM-LINE GROWTH TO MAXIMIZE ROI

Forward thinking, results oriented high-performer. Internal and external customer focused team leader driven on continuous improvement, always striving to work smarter not harder while delivering products of the utmost quality. Wide-ranging business experience in the marketing, product management, technology management and quality assurance laterals.

### DIGITAL MARKETING

Revenue Marketing  
Marketing Analytics  
Brand Building  
List Building  
Customer Experience  
Social Monitoring

### STRATEGIC MARKETING

Business Vision / Strategy  
New Product Introduction  
Product Commercialization  
Sales enablement / support  
Competitive Intelligence  
Market Intelligence

### SALES & BUSINESS STRATEGY

Sales Tool Development  
Operations Excellence  
Goal Setting and Planning  
Technology Integration  
Performance Metrics  
Team Leadership / Support

## DIVERSE EXPERIENCE & QUALIFICATIONS

**Revenue Marketing:** Digital marketing expert maximizing web content, email campaigns and social media to drive 3,300 engagements in 2015 resulting in 2,100 leads with an opportunity value of \$595,000.

**Sales Enablement:** Designed, developed, and implemented a Sales Product Playbook managing over 600 collateral links significantly minimizing the time and effort 200+ sales leaders use to locate collateral.

**New Product Introduction:** Marketing lead for three software NPIs in 2014 resulting in closed/won deals of \$2.26m and an additional orders forecast of ~\$350k.

### Digital Marketing Champion



Launched digital magazine saving the business \$120,000 and increased email list by 155% year over year.



Marketo expert utilizing landing pages and campaigns to add opportunities of over \$0.5M.

### **Masters of Business Administration**

Aspen University, Denver, Colorado

### **Bachelor of Business Administration**

The University of Mississippi, University, MS  
Senator, Sally McDonnell Barksdale Honors College,  
1996–1997

### Relevant Training and Certifications:

- GE Crotonville, Advanced Commercial Management Seminar
- GE Crotonville, Leadership Development Course
- Six Sigma Green Belt DMAIC
- NQA-1 Quality Assurance Lead Auditor Certification Training
- Root Cause Analysis Training
- Human Performance Training
- Microsoft Certified Systems Engineer and Systems Administrator
- Cisco Certified Network Analyst
- Certified IBM Rational DOORS Professional

### **Acting Global Marketing Manager**

GE Oil & Gas, Bently Nevada | 3/2016 - Present

### **Marketing Program Manager**

GE Oil & Gas, Bently Nevada | 3/2014 - 3/2016

### **Interim Global Marketing Manager**

GE Oil & Gas, Bently Nevada | 4/2013 - 3/2014

### **Marketing Program Manager**

GE Oil & Gas, Bently Nevada | 7/2012 - 4/2013

### **Oracle ERP Manager / Requirements Analysis Leader**

GE Hitachi Nuclear Energy | 2008 - 2012

### **Senior Quality Specialist**

Bechtel | 2004 - 2008

### **Marketing Product Manager**

GLS Enterprises, Inc. | 1997 - 2004