



EXECUTIVE SUMMARY

Senior marketing executive with 20 years of proven success in driving transformative growth through strategic leadership and innovative digital marketing. Demonstrates expertise in managing million-dollar budgets, executing comprehensive marketing strategies, and optimizing performance metrics across diverse industries. Passionate about leveraging analytics and AI integration to enhance brand visibility and achieve measurable ROI, while fostering high-performing teams and future-oriented marketing solutions



WORK EXPERIENCE

Director of Marketing

2023-2025

Greensboro Area Convention & Visitors Bureau

- Transformed the marketing function by developing and executing the organization's first comprehensive digital marketing strategy.
- Exceeded annual marketing goals by 49% and managed a \$1M budget, which led to an expanded \$1.5M budget for strategic growth initiatives.
- Spearheaded a company-wide rebranding that drove 35% social media growth and a 90% increase in email engagement.
- Pioneered a comprehensive digital transformation, including new website and mobile app development, resulting in a 114% improvement in email performance.
- Directed strategic paid advertising across Meta, Google, and LinkedIn, achieving a 3.46% CTR and cost-efficient customer acquisition.

Senior Digital Marketing Manager

2022-2023

PhotoBiz

- Drove measurable growth in digital marketing KPIs through advanced SEO and paid search campaigns.
- Led continuous data analysis to optimize campaigns and align with business growth targets.
- Enhanced B2B client acquisition strategies for a photography software platform.

Digital Creative Manager

2019-2022

Blue Ridge Companies

- Directed creative and strategic social media brand strategies, establishing a consistent brand voice across all major platforms.
- Increased brand awareness and market differentiation by developing innovative content solutions and high-engagement social campaigns.
- Managed an integrated, multi-channel marketing approach to ensure cohesive brand messaging and optimized customer journeys.

Marketing Specialist

2015-2019

Goodwill Industries of Central North Carolina, Inc.

- Grew unique website traffic by 36% and total traffic by 30.5% through strategic digital marketing initiatives.
- Directed comprehensive marketing campaigns across print, digital, and paid channels to maximize market impact.

Digital Marketing Specialist

2012-2015

Century Products LLC

- Generated an 80% increase in web sales (2013-2015) by redesigning the company website and implementing targeted organic social media strategies.
- Established the company's social media presence from the ground up and built a comprehensive content marketing infrastructure.



COMMUNITY LEADERSHIP

- **Chair** | America 250 NC - Guilford County Committee JUNE 2025 - PRESENT
Founded and established the county-level commemorative committee, recruiting stakeholders and developing a strategic framework.
- **Secretary/Media Specialist** | Alternative Resources of the Triad/Greensboro Pride 2018-2024
Drove a marketing transformation that resulted in a 260% increase in attendance (15K to 45K) and a 316% increase in cash sponsorships.
- **Events Coordinator** | Leadership Greensboro Alumni Council 2019 - PRESENT
Founding member and contributor to strategic program development and marketing initiatives.



PROFESSIONAL DEVELOPMENT

- **Leadership Grensboro** | Greensboro Chamber of Commerce 2016-2017
- **Nonprofit Board Development Academy** | Guilford Nonprofit Consortium 2020



SKILLS & CORE COMPETENCIES

- **Leadership & Strategy:** Team Leadership & Development, Budget Management (\$1M+), Cross-Functional Collaboration, Strategic Planning, Change Management, AI Integration, Stakeholder Relations
- **Brand & Digital Marketing:** Digital Marketing Strategy, Brand Management & Positioning, Strategic Communications, Paid Media Strategy, Marketing Automation, Social Media Marketing, Content Strategy & Creation, Analytics & Performance Measurement, Live Event Management
- **Technical Proficiencies:** Google Ads Suite, Google Analytics, Adobe Suite, Canva, Hootsuite, Project Management Software



CERTIFICATIONS

- **Google Digital Academy:** Ads Video, Measurement, Display, and Search Certifications; Analytics Certification
- **HubSpot Academy:** Email Marketing, Digital Advertising, Digital Marketing, Social Media Marketing, Content Marketing
- **Vanderbilt University:** Prompt Engineering for ChatGPT
- **Hootsuite:** Hootsuite Platform Certification, Social Marketing Certification



EDUCATION

- **Gratz College** | Master's Degree | Jewish Studies
- **University of Maryland, College Park** | Bachelor's Degree | Journalism
- **University of Maryland, College Park** | Bachelor's Degree | Jewish Studies