

CORE COMPETENCIES

- Data Analysis
- Strategic Planning
- Continuous Improvement
- Cross-Organizational Collaboration
- Product Marketing
- Event Management
- Relationship Management
- Customer Journey Evaluation
- Graphic Design
- Process Optimization
- Creative Problem Solving
- Curious and Enthusiastic

EXPERIENCE

Eastern Acoustic Works **Whitinsville, MA** **2019–2020**

Designer and manufacturer of professional loudspeaker systems and technologies.

Marketing Manager **January 2020–April 2020**

- Budgeted, organized, and directed a monthly roadshow for new and mature products arranging the logistics and setup of over \$100,000 worth of pro-audio equipment across the USA.
- Maintained strong, collaborative relationships with external business partners to support and enable global brand initiatives.
- Developed a marketing communications plan and partnered with an external PR agency to craft press releases and case studies.
- Tracked and analyzed effectiveness of marketing programs utilizing tools such as HubSpot and social media analytics to determine the most effective digital marketing strategies.
- Initiated upgrade of website using knowledge of the consumer journey to make UX recommendations.
- 20% Travel

Marketing Associate **January 2019–January 2020**

- Maintained strong cross-organizational communications with product management, sales, engineering, etc. to track, strategize and execute global launch of six new product families over a one-year period.
- Managed vendor relationships and deliverables for items such as promotional giveaways, signage, apparel, and print materials with an annual spend of over \$30,000.
- Oversaw creative requests and designed sales enablement content for the global market including technical specification sheets, tradeshow graphics, promotional items, packaging inserts, and digital and print marketing collateral.
- Tracked, reported and forecasted expenses for global marketing events including four tradeshows and monthly training presentations with a combined budget in excess of \$1,250,000.

Toolmex Industrial Solutions **Northborough, MA** **2010–2018**

Distributor of metalworking tools, machinery and motors.

Customer Relations & Marketing Manager **2015–2018**

- Developed all marketing communications for launch of product group that doubled in sales.
- Produced Brand Standards and Guidelines document for all product marketing communications; included the creation of logos, rules for copywriting and standardized design templates.
- Implemented new product management classification system; improved sales and purchasing reports and enhanced customer experience on e-commerce website.

- Subject matter expert in all sales/customer service computer systems and internal procedures.

Marketing Specialist

2014–2015

- Collaborated with Division and Sales Directors to produce print and online marketing materials, email marketing, internal/customer communications and advertising for US and Canadian markets.
- Developed, designed and distributed new product catalog.
- Built Microsoft SharePoint intranet to increase accessibility of sales, technical and marketing information.

Customer Service Supervisor

2012–2014

- Managed, trained and evaluated five customer service representatives (CSRs); oversaw daily operations of the department.
- Created and updated Standard Operating Procedures (SOP) manual on all aspects of customer service activities to ensure a consistent and positive customer experience.
- Maintained and analyzed Key Performance Indicators (KPIs) to evaluate operations and identify opportunities for employee development; resulted in improved communications with customers and increased efficiency of CSRs' daily tasks.

Customer Service Representative

2010–2012

- Led beta-testing and rollout of new e-commerce website.
- Implemented process improvement projects including paperless filing system, transfer to e-fax and optimization of data entry procedures.
- Maintained customer contact information and sales activity in CRM software; processed orders in ERP system.
- Provided customer, product and technical support via phone, email, fax and chat.

SOFTWARE

- Microsoft Office Suite including advanced knowledge of Excel
- Adobe Creative Cloud: Acrobat Pro, InDesign, Illustrator, Photoshop, Bridge, Premiere Pro, and Spark
- Hubspot sales CRM and marketing enterprises
- Activant Prophet 21 ERP and CRM
- Social media management platforms Sprout Social and Buffer
- Project management software Trello and Agile

EDUCATION

B.A. Psychology and Studio Art, Clark University – Graduated Suma Cum Laude

PORTFOLIO

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LINKEDIN

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