

SUMMARY

Strategic marketing and business leader with 25+ years of experience driving growth, building brands, and leading initiatives across financial services, hospitality, tourism, leadership development, and entrepreneurial ventures. Resourceful and solutions-oriented with an innovative mindset and a proven ability to step into new challenges, learn quickly, and create results through hands-on execution.

Known as a versatile utility player who thrives in evolving environments, combining strategic thinking with a willingness to roll up sleeves and solve problems wherever needed. Experienced in marketing strategy, business operations, customer experience, sales enablement, technology implementation, and special projects. Committed to continuous learning and leveraging emerging technologies, including AI-driven solutions, to streamline processes, improve outcomes, and remain agile in a rapidly changing business environment. Passionate about continuous learning and taking ownership of opportunities that create measurable impact.

CORE COMPETENCIES

- Marketing Strategy, Operations & Planning
 - Revenue Growth & Business Development
 - CRM, Data & Marketing Automation Strategy
 - Brand Development & Oversight
 - Integrated Campaign Management
 - Digital & Traditional Advertising
 - Budget Management & Cost Optimization
 - Customer Experience & User Journey Strategy
 - Sales Enablement & Pipeline Support
 - Cross-Functional Leadership & Collaboration
 - Crisis Communications & Regulatory Compliance
 - Entrepreneurial Leadership & Small Business Strategy
 - Operational Management & Process Improvement
 - Creative Problem Solving & Resource Optimization
 - Strategic Partnerships & Relationship Management
 - Change Management & Organizational Agility
 - AI-Assisted Workflow Optimization
 - Emerging Technology & Digital Innovation
 - Continuous Learning & Adaptability
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TECHNICAL SKILLS

CRM & Marketing Automation:

- Salesforce CRM (Onsite Implementation Lead)
- Microsoft Dynamics 365

Analytics & Reporting:

- Google Analytics
- Campaign Performance Tracking
- Pipeline Reporting

Creative & Design Tools:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Clipchamp Video Editor

Web & CMS Platforms:

- Titan CMS
- WordPress
- WIX
- Website Strategy & Optimization

Email & Digital Marketing:

- Marketing automation workflows
 - Email campaign development
 - SEO fundamentals
 - Paid social campaign management
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PROFESSIONAL EXPERIENCE

ALL OF THE ABOVE MARKETING LLC – FOUNDER & PRINCIPAL MARKETING STRATEGIST

September 2025 – Present

Founded and lead a full-service marketing consultancy providing strategic, creative, and operational marketing support to small and mid-sized businesses across diverse industries including food production, woodworking, publishing and coaching, security and data systems, hospitality, nonprofit organizations, and consumer brands.

- Develop comprehensive marketing strategies, budgets, and growth plans aligned with client business objectives.
- Clarify brand positioning and messaging to eliminate complexity and strengthen market differentiation.
- Execute integrated campaigns across print, digital, email, social, and paid media channels.
- Lead website development, CMS management, marketing automation, and database optimization.
- Oversee advertising strategy from concept through placement, performance tracking, and ROI optimization.
- Provide customer experience training and brand alignment workshops to improve internal consistency and service delivery.
- Serve as an extension of client teams, stepping into evolving roles and learning new systems, platforms, and industries as needed to solve business challenges.
- Balance strategic leadership with hands-on execution across creative, technical, operational, and customer-facing initiatives.
- Develop and execute comprehensive social media strategies, editorial calendars, and content plans aligned with client goals, audience behavior, and brand positioning.
- Lead social media campaign planning across organic and paid channels, managing content development, audience engagement, performance analysis, and optimization strategies.
- Translate business objectives into targeted messaging and creative content that strengthens brand awareness, builds engagement, and supports measurable growth.

LIVING AS A LEADER – MARKETING MANAGER

January 2023 – February 2026

Piloted marketing strategy and operations for a leadership development firm, driving brand visibility, operational efficiency, and client engagement.

- Directed end-to-end marketing strategy and campaign execution across digital and traditional channels.
- Reduced external design and website maintenance costs by bringing creative and technical execution in-house.
- Managed CRM strategy across Salesforce and Microsoft Dynamics 365, improving segmentation, reporting accuracy, and sales alignment.
- Optimized pipeline visibility through CRM data management and reporting enhancements.
- Lead website strategy, content development, and performance optimization using Titan CMS.
- Supported product launches through targeted messaging, integrated campaigns, and multi-channel promotion.
- Ensured brand consistency across all marketing, client communications, and internal materials.

FOREST HILLS GRILL & GOLF – CO-OWNER / OPERATOR

October 2019 – November 2021

Co-Owned and operated a hospitality and entertainment business consisting of a nine-hole golf course, full-service restaurant and bar, and indoor/outdoor event venue. Led all aspects of business strategy, operations, customer experience, and growth initiatives while balancing the demands of a multi-faceted small business operation.

- Directed daily operations across hospitality, food service, golf operations, and special events.
- Managed staffing, budgeting, vendor relationships, marketing, and customer engagement initiatives.
- Developed and executed promotional campaigns, community partnerships, and special event strategies to increase visibility and drive traffic.
- Oversaw indoor and outdoor event experiences including private events, group outings, and seasonal programming.

- Demonstrated adaptability by learning and managing multiple operational disciplines simultaneously.
- Led strategic business planning and ultimately made the decision to sell the business based on long-term goals and market opportunity.

HOPEWELL FEDERAL CREDIT UNION – MARKETING & BUSINESS DEVELOPMENT DIRECTOR

May 2011 – December 2022

Directed marketing, business development, and brand strategy for a growing financial institution.

Marketing & Growth Leadership

- Increased asset size by more than \$80M and grew membership by 38% through targeted marketing initiatives and community engagement strategies.
- Strengthened brand awareness and significantly increased engagement with online applications.
- Developed and executed comprehensive marketing plans aligned with organizational mission, vision, and regulatory standards.
- Managed advertising strategy, media placement, sponsorships, and community relations.
- Oversaw website strategy, analytics, and digital optimization initiatives.
- Led crisis communications, ensuring consistent, timely messaging across press, staff, and member audiences.
- Partnered with legal and compliance teams to ensure regulatory accuracy and risk mitigation in all communications.

Business Development

- Drove business account growth through strategic relationship development and consultative sales leadership.
- Developed and executed sales strategies aligned with organizational growth objectives.
- Strengthened cross-functional collaboration between marketing and lending teams to support revenue goals.

Training & Development

- Designed and launched the in-house member service and loyalty program, We C.A.R.E. (Communicate, Advocate, Respect, and Exceed).
- Facilitated ongoing four-week onboarding program for new hires to reinforce service standards and culture alignment.
- Supported employee development initiatives through internal communications and training program execution.

LICKING COUNTY CONVENTION AND VISITORS BUREAU – TOURISM MARKETING MANAGER

December 2009 – May 2011

- Designed and executed tourism marketing campaigns to increase regional visitation.
- Managed marketing budgets, vendor relationships, and campaign analytics.
- Developed all promotional materials and led digital and social engagement initiatives.

CHERRY VALLEY LODGE

1998–2009

Advanced through a series of increasingly responsible roles, building diverse experience across hospitality operations, sales, marketing, event management, and business development. Demonstrated a strong willingness to learn by doing, embrace new challenges, and serve as a versatile contributor across multiple areas of the business while developing a broad operational and customer-focused skill set.

Director of Marketing | 2002 – 2009

- Led marketing strategy for hotel and CoCo Key Water Resort.
- Developed integrated marketing plans, promotions, and PR campaigns to drive occupancy and event bookings.
- Oversaw revenue production support for group sales and resort events.
- Produced majority of in-house creative assets, reducing external agency costs.

Sales Manager | 2001 – 2002

- Drove sales growth through strategic prospecting and client relationship development.

Catering Manager | 1999 – 2001

- Managed full event lifecycle and client communications.

Sales & Marketing Coordinator | 1998 – 1999

- Provided marketing and executive support; coordinated departmental campaigns.

INVATA INTERNATIONAL INC. – MARKETING COORDINATOR

1997 – 1998

- Promoted SaaS-based property management software through multi-channel campaigns.
 - Managed public relations initiatives and website content development.
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EDUCATION

Bachelor of Arts, Communication – March 20, 1998
The Ohio State University, Columbus, Ohio

VOLUNTEER LEADERSHIP

City of Heath, Ohio – Civil Service Commissioner (2017–Present)

Heath High School Class of 1993 – Treasurer (1993–Present)

Additional leadership roles with American Red Cross, United Way, MPI Ohio Chapter, and regional nonprofit initiatives.

HONORS

CU Rock Star – Credit Union National Association (November 2015)