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## SUMMARY

Experienced Marketing Director with an impressive 23-year track record in sales, marketing, brand management, and project management. Proven ability to develop and execute strategic marketing initiatives that drive revenue growth and strengthen brand presence. Seeking new opportunities to leverage expertise in a similar role to contribute to the success of a dynamic organization.

## EXPERIENCE

### Director of Operations Tech Guide

September 2013 - Present, Columbia, SC

- Managed the entire CRM system and sales process, utilizing CRM software to streamline lead generation and maximize conversion rates, resulting in a 30% increase in closed deals over a year.
- Sold complex integration projects by developing proposals and conducting client presentations, leading to a 20% increase in system integration contracts.
- Supervised all stages of project development, managing timelines, resources, and stakeholder communication to ensure timely project completion within budget, achieving a 95% project completion rate on schedule.
- Directed several teams on multifaceted projects, effectively integrating various technological solutions through coordinated teamwork and strategic planning, resulting in the successful delivery of over 40 complex projects annually.
- Led the development of multiple web applications, including a secured client member area, an e-commerce package site, and a careers recruitment site, by coordinating with developers and stakeholders, successfully launching three major applications within a year.
- Developed and tracked email marketing campaigns using marketing automation tools and analytics to nurture leads and increase sales conversions, achieving a 25% increase in lead conversion rates.

### Director of Marketing and Sales The JDS Company

January 2005 - September 2013, Columbia, SC

- Conducted market research and strategically structured product pricing to optimize sales, analyzing market trends and competitor pricing, leading to a 15% increase in sales revenue.
- Implemented a cohesive brand strategy to provide a clear identity and increase brand awareness by utilizing new logos, graphic schemes, and product descriptions across all media, resulting in increased brand recognition.
- Managed daily operations in marketing and sales to optimize brand publicity by executing strategic marketing campaigns, resulting in a 30% growth in market reach and customer engagement.
- Created and maintained healthy business relationships with dealers and foreign vendors, enhancing supply chain efficiency by 15%.
- Visited factories in China and Taiwan to analyze procedures on current products and implement plans for new products, improving production efficiency by 25% and reducing costs by 10%.

### Marketing Manager / New Product Development The JDS Company

December 2000 - January 2005, Columbia, SC

- Negotiated advertising contracts with digital and traditional media to deploy yearly marketing campaigns, securing favorable terms and maximizing budget efficiency, resulting in a 25% increase in campaign ROI.
- Performed search engine optimization and implemented analytics to monitor website activity, enhancing website visibility and user engagement through targeted SEO strategies, leading to a 40% increase in web traffic.
- Collaborated with engineers in Taiwan to develop new product lines and accessories, which expanded the product portfolio by 15% and boosted sales by 20%.
- Successfully upheld the standard of quality in a product line when manufacturing shifted from the United States to an overseas factory by implementing rigorous quality control processes, maintaining product quality, and reducing production costs by 10%.

## EDUCATION

### Bachelor of Science in Graphic Communications Clemson University

Clemson, SC, 2000

## SKILLS

**Technical Skills:** CRM system management, sales process optimization, project management, web application development, email marketing campaign management, marketing automation tools, analytics, market research, pricing analysis, brand strategy, advertising contracts negotiation, search engine optimization (SEO), website analytics, quality control processes