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EXPERIENCE

Random House (www.RandomHouse.com) Oct. 2008 – Present
Online Marketing Manager / WaterBrook Multnomah Publishers

- o Manage ecommerce site; grew online revenue by 1600% in past nine months
- o Re-launched current Web site using Wordpress-based system. Worked with corporate web developers and designers in NYC on site build out.
- o Project leader responsible for build out of BloggingForBooks.org – grew program to include 9,000 bloggers within eight months of launch
- o Built and manage social networking presence; oversee a team of content contributors
- o Generate new concepts for digital content delivery via mobile and web, widgets, games and other marketing tools
- o Executing effective affiliate programs/publisher management activities to achieve business development goals
- o Train retailers, authors, agents, editors, marketers and publicists on social networking programs and tools. Use WebEx for off-site training.

Penton Media (www.Penton.com) Feb. 2007 – Oct. 2008
Online Product Development Manager

- o Increased online sales by 500% in first three months via targeted online shopping cart adjustments
- o “eNews Generator” project manager – custom application designed to organically grow web traffic by partnering with user group leaders
- o Led the design, forecasting, development and launch of *IT Job Hound* – a job boards for IT Pros

Group Publishing (www.Group.com) June 2004 – Feb. 2007
Corporate Marketing Manager

- o Project manager and inventor of “Group’s Flipper” – a custom, web-based marketing, editorial and sales collaboration tool.
- o Team lead responsible for revamping and launching multiple web sites
- o Responsible for publicity, author and media relations and executive-level marketing

JAX Outdoor Gear (www.JAXOutdoor.com) June 2003 – June 2004
Corporate Communications & Web Development

- o Launched four websites including JAX’s ecommerce site – JAXOutdoor.com
- o Managed email newsletters and online banner ad placement

EDUCATION

Colorado State University (www.ColoState.edu)

B.A. in Technical Journalism with an emphasis in Public Relations, Marketing and Business

WORK-RELATED SKILLS

- Online product development expert
- Goal-driven leader and team-builder who develops a productive atmosphere and confidently motivates and coaches team members, outside web developers and designers to achieve high standards and quickly incorporate new digital responsibilities and strategies into their existing workload
- Motivated team player driven by new challenges and opportunities
- Innovative problem-solver who generates creative solutions and provokes new ideas
- Exceptional listener and communicator; effective both verbally and in writing
- Highly analytical thinker with demonstrated success for improving intricate work processes
- Computer and tech-savvy performer with widespread software skills including: MS Office, HTML, Hootsuite, Facebook, Twitter, Wordpress, LinkedIn, Scribd, Sendible, TweetAdder, Dreamweaver, iMovie, Flash, Fireworks, PhotoShop, InDesign, Illustrator, and Filemaker Pro.
- Freakishly-awesome presentation skills
- Strong networking skills

INTERESTS

- Snowboarding & cross-country skiing
- Chess
- Nature & sports photography & videography
- International travel
- Back country camping
- Play guitar (Martin DC16-RGTE)
- Home remodeling