

Over 20 years of Creative and Marketing expertise developing audience-effective web, print and digital efforts for global brand clients - generating **vast profit margin increases** and **wide spread identity recognition**.

- Creative Direction
- Product Design & Development
- Innovative Client Collaboration
- Graphic & Web Design
- Multi-Channel Marketing
- Analytics & Reporting
- SEO/SEM/Promotional best practices
- Social Media Campaigning
- Project Management
- Web Development
- Online Advertising
- Video Production

## ZINFI Technologies

March 2016 – Present • San Francisco Bay Area, CA

**WW Director of Product & Services** – innovative software & product development and design for #1 analyst-rated platform

- Hired as WW Director of Marketing - increased SQL leads by an average of 26% quarter over quarter by developing marketing engine
- Promoted to Head of Product Roadmap and Development/Design – taking newly re-designed platform to Top Rated across all analysts
- Drove sales closures to almost 2x, with high focus on customer innovation and all-new process driven Sales/Development methodology

## AgilOne

September 2014 – January 2016 • San Francisco Bay Area, CA

**Director of Creative and Website Marketing** - web & print creative development, promotions and website-interaction enrichment

- Increased SQL traffic to web presences by 60%, and significantly increased conversion rates of all CTAs and lead gen portals.
- Consolidated all online & print creative to uniform approach and revamped branding.
- Assisted sales team to 2x pipeline growth by coordinating all digital marketing campaigns.

## Joy Novelties

August 2009 - September 2014 • Los Angeles, CA

**Director of Creative Marketing & Web Development** - product branding to Top 5 Global online commerce platforms.

- Designed & created digital and web-based creative efforts for Amazon.com, Drugstore.com and other major eCommerce portals.
- Facilitated 300% revenue increase in first two years.
- Lead promotions and marketing of multi-million dollar accounts, and all aspects of creative presentation.

## ACINET

November 2005 – July 2009 • Los Angeles, CA

**Creative Director** - marketing and online development for audiotext and telecommunications sales media.

- Controlled the worldwide creative marketing of over \$30 million in audiotext-based sales.
- Innovated 5x growth for retail, entertainment and personal health services in telecom structure.
- Grew to 2nd largest US provider of scope services during my tenure as Creative Director.

## Chyron Digital Media Services / Interocity

April 2000 – November 2003 • New York, NY

**Project Manager and Online Architect** - client-facing internet and streaming projects.

- Controlled websites for Fortune 500 clients such as T. Rowe Price, Princeton Review and Deutsche Bank.
- Facilitated integration of Chyron Interactive TV project for Major League Baseball and the NFL.