# MARKETING COMMUNICATIONS PROFESSIONAL

An accomplished marketing, events and communications professional with over 20 years’ experience in creating and leading high-impact event, marketing and communications campaigns, while consistently meeting aggressive company and client goals. Recognized for creativity and organization with a proven and diversified background.

# CORE COMPETENCIES

## Corporate Communications

## Event Planning/Management

## Social Media Campaigns (Hootsuite)

## Large & Small Scale Project Management

## Copywriting

## Product & Corporate Branding

## Direct Marketing

## Public Relations

## Website Development (WordPress)

## Client Relationship Management

* Executive Director

## Executive Communication Coaching

## Collateral Development (print/web)

## Marketing Strategy

## Media Buy

# PROFESSIONAL EXPERIENCE

**JLE MARKETING** — Laguna Niguel, CA 2006 to Present

*Marketing, events and communications consultation firm.*

***President***

* Creating and executing marketing, events and communications programs, social media management, copywriting, website development and public relations from inception to completion, government access channel programming, event consultation and on-site event execution.
* Clients include: The Trusteeship for the Betterment of Women, Inc., Global, a 1st Flagship Company, WalkStyles, The Vibrant WorkForce Alliance, TGC Services, OnePoint WorkForce, Owl Foundation, Global Human Resources Outsourcing, Miranda & Associates, Miranda CFO Services, Owl Companies, B Squared Funding, SALTcert, Franco’s on Melrose, Equipment & Concepts, JUDCO Manufacturing, Inc., A Brighter World, Inc., Shear Attitude, Owl Insurance, iCount, Fox & Company, Mitsubishi Electric, Cattani Imports, Spatial Technologies, Suzanne’s Catering, Mission Viejo Montessori, and the City of Dana Point, CA.

## [1st FLAGSHIP COMPANY](http://www.firstflagshipcorp.com/) — Irvine, CA 2007 to 2012

*1st Flagship is the launching pad for a variety of service industry business units for the DoD and DoL.*

***Vice President of Corporate of Communications***

* Directed all communication planning, execution of marketing programs/projects and events focused on savings for the company’s bottom line for 1st Flagship and its many business units.
* Successfully established the “branding and identity” for 1st Flagship’s various business units including logo development, artistic stylization and all collateral materials and trade show booths.
* Development of several corporate websites from inception of domain name to all copy, style and content management system (CMS) used to navigate and edit the sites. (Websites: Global, GHRO, Owl, 1st Flagship, Owl Foundation, ICount, Global/WalkStyles, GlobalAOC, Career System Development, Women’s Philanthropy Fund).
* Valued for cultivating loyal relationships with clients, internal team, staff, vendors and partners.
* Managed several outside advertising, PR, social media agencies involved in the branding and marketing for all of 1st Flagship’s various business units and clients.
* Successfully negotiated with vendors in marketing for all divisions from tradeshow booth development and space negotiations, to branding/identity creation, Public Relations, website development, collateral creation, print broker negotiations, social media campaigns, to book editing and publishing.
* Produced all copywriting and development of PR schedules, marketing collateral, newsletters and websites for 1st Flagship and its divisions.
* Designed and developed newsletters and other communication devices for all of the 1st Flagship business units and clients for both print and electronic media, i.e. Constant Contact.
* Directed all aspects of social media, SEO and the increased strategy of organic social media market share.
* Consistently achieved target bonus of 20% annually.
* Worked for the company’s family trust foundation, the Owl Foundation, as the Managing Director effectively managing all financial budgets and donations to various Orange County charities that support children and women.
* Served on several highly visual non-profit planning committees (Orange County United Way's Women's Philanthropy Fund, Team Kids planning committee, Beckstrand Cancer Foundation planning committee, Literacy Project Foundation).

[**WYLAND WORLDWIDE**](http://www.wyland.com/) — Aliso Viejo, CA 1996 to 2006

*Founded on the efforts of the artist Wyland reaching people everywhere with a message of art, nature, and community.*

***Advertising/Marketing Director***

* Managed all marketing and advertising for the company including materials produced for all business units.
* Designed and implemented in-house design department systems, reporting and job flow processes.
* Negotiated rates and trade with media partners and managed an annual media budget of $1m.
* Hired and supervised marketing staff and interns, nurturing success and growth.
* Established direct marketing program for all business units including mailers, direct response activities, campaign implementation, list determination, mail house activities/coordination and list cleansing.
* Copywriter for commercial spots, collateral, licensing style guides, video scripting, and advertising.
* Managed public relations and media events for national and international tours, marketing programs, guest appearances and media junkets.
* Served on Wyland Foundation Advisory Board of Directors. Instrumental in establishing corporate donations and in-kind trade resulting in a broad branding reach at little or not cost.
* Doubled profits each year chairing the annual Wyland Foundation non-profit fundraisers.
* Developed relationship marketing programs and created partnerships with celebrities and organizations resulting in substantial net profits, brand awareness and industry alliances.
* Managed company trade show participation and negotiated thousands of square footage in free booth space on an annual basis.
* Instrumental in doubling the company’s net profits and growth through marketing, trade shows, partnerships and sponsorships.

[**THE ORANGE COUNTY REGISTER**](http://www.ocregister.com/) — Santa Ana, CA 1992 to 1996

*A three-time, Pulitzer Prize-winning newspaper and the area's most trusted source of news and information since 1905.*

***Marketing Specialist,*** *Advertiser Marketing Department*, (1993 to 1996)

* Implemented strategic marketing campaigns to achieve corporate goals and objectives for the Advertising Sales Division.
* Negotiated with national, major and retail advertisers to build a strong cooperative marketing promotions relationship.
* Coordinated all facets of advertising and print collateral for the Advertising Sales Division from concept, copywriting, print production, media placement to budget and account management.
* Determined event and professional sports sponsorships and negotiated exclusive print trade agreements.
* Designed and implemented President’s Club, the corporate advertising sales incentive program to support advertising representatives' success in their advertising percentage to goal quests including the creation of the President’s Club annual incentive trips (120+ participants).

***Promotions Account Executive****, Circulation Department* (1992 to 1993)

* Managed the circulation building discount merchant card program, the ExtraCard.
* Designed marketing plans / programs, ad campaigns, sweepstakes, etc. to broaden the reach of the ExtraCard program.
* Implemented many circulation building incentive and readership promotions to form brand identity.

# ADDITIONAL RELEVANT EXPERIENCE

[**WAKEMAN & DEFORREST ADVERTISING, INC.**](http://articles.latimes.com/keyword/wakeman-deforrest) — Irvine, CA 1990 to 1992

***Account Executive***

* Responsible for strategic planning, creative presentations, budgets, account management and execution of promotional campaigns from conception to completion for this mid-sized advertising agency.

[**THE RANKIN GROUP, LTD.**](http://www.rankin-group.com/) — Fountain Valley, CA 1989 to 1990

***Account Coordinator***

* Account services coordinator in a B2B agency.
* Planned and placed media in trade publications, magazines and newspapers.

# EDUCATION

[**PRINCIPIA COLLEGE**](http://www.principiacollege.edu/) — Elsah, IL

BA in Liberal Arts Studies with a double major in History & Secondary Education

[**UNIVERSITY OF CALIFORNIA IRVINE**](http://www.uci.edu/) — Irvine, CA

Extension courses in Marketing Research & Strategic Market Planning