

**Career Overview:** Accomplished senior marketing professional with experience encompassing *strategic planning, new product development, qualitative & quantitative research, creative development, radio/TV/film production, media planning and media buy management, database/direct marketing, traditional media, digital media and omni-channel integration, voice of the customer, and business development*, with the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment.

**2016 - Present      Marketing Consultant ~ Independent - Freelance**

Providing innovative marketing strategy, as well as campaign development & execution for profit and not-for-profit organizations

**2017 - Present      Tommy Bahama Group ~ Restaurant and Retail Industry**

**Operations Manager** – Administers/oversees all aspects of Human Resources (Recruiting, Hiring, Onboarding, Benefits, Compliance, Terminations), Finance (Budgets, Reporting, Planning, Accounts Payable, Payroll, Cash Handling), and Inventory Management (Mid-Month and Month-End Inventory Procedures, Vendor Management, Assets/Supply Levels)

**2001 - 2016      Transamerica ~ International Insurance & Financial Services**

**Senior Director of Marketing** – Successful leader of key Strategic Growth Initiatives for the business unit with superior financial/business acumen and project management/execution capabilities. Surpassed sales and profitability goals through various lead generation, conversion and loyalty programs. Mentor/trainer for “high potential” colleagues. Subject Matter Expert.

All positions held while at Transamerica with progressive levels of responsibility:

- ~ **Senior Marketing Director** (2014-2016)
- ~ **Marketing Director** (2006-14)
- ~ **Senior Marketing Manager** (2004-06)
- ~ **Marketing Manager** (2003-04)
- ~ **Marketing Analyst** (2002-03)
- ~ **Campaign Coordinator** (2001-02)

**1999 - 2001      Nortel Networks ~ International Telecommunications**

**Global Advertising Specialist** – Gained first-class exposure to global brand advertising. Part of the team responsible for the centralization of all international advertising/marketing programs around one consistent new \$200+ million dollar branding campaign to significantly increase the brand awareness of Nortel Networks. Global experience working with London, Paris and Toronto offices communicating and enforcing stringent brand integrity/guidelines across all business lines for all programs. Developed/executed relevant Regional advertising campaigns.

**1997 - 1999      Resource Communications Group ~ Advertising Agency**

**Manager of Client Services** – Learned all aspects of advertising agency and print production work. Rapidly promoted up the ranks due to superior attention to detail, unparalleled project management skills and an undying willingness to go above and beyond. Other positions held: *Account Representative, Account Manager and Account Supervisor*

**Baylor University** ~ Waco, Texas  
BBA, GPA 3.75 – Dean's List Multiple Semesters

*Major:* Marketing  
*Minor:* Corporate Communications

*Graduated with Honors in 3-1/2 years while maintaining impressive grades and a very active extra-curricular schedule both on & off campus.*

*Respected by professors, faculty and students as a hard-working, ambitious, driven leader that settles for nothing less than the highest standards.*

## Relevant Attributes For Success

Quick Learner   ◆   Dedicated   ◆   Loyal   ◆   Leader   ◆   Self-Starter  
Passionate   ◆   Perfectionist   ◆   Competitive   ◆   Full of Integrity  
Accountable   ◆   Team Player   ◆   Negotiator   ◆   Results-Oriented

## Additional Pertinent Leadership & Community Involvement

2010 – Present ~ First Baptist – Richardson

- ~ **Deacon** – humbly serving the church in this servant leader role (Ordained in April 2016)
- ~ **Branding Committee** – helping to develop and launch our new church brand “2020 Vision”
- ~ **Personnel Committee** – making strategic personnel/budgetary decisions (Chair 2018-19)
- ~ **Special Search Committee** – actively engaged in the search for the new Student Pastor
- ~ **Steering Committee and Registration Chair** – for largest church-wide, multi-day conference
- ~ **New Beginnings Bible Study Teacher/Leader** – teaching the Young Marrieds bible study class
- ~ **Crossroads Director** – led interactive weekly fellowship program in the Children's Ministry
- ~ **Event Planning Chairperson** – for Adult Bible Fellowship class
- ~ **Volunteer** – for Youth group, Children's group, Pre-school/Nursery, VBS and Special Events
- ~ **Marketing Consultant** – providing expertise while assisting with strategy and execution

2009 – United Way Corporate Fundraising Campaign - Chairperson (at Transamerica)

2008 – United Way Corporate Fundraising Campaign - Co-Chair (at Transamerica)

*Selected by the Transamerica Executive Leadership team to lead annual fundraising campaign; surpassed all previous years' campaign totals in the midst of a recession and corporate salary freeze. Continue to hold the record for donations collected and employee participation rates.*