

A top-performing Senior Manager of Marketing with extensive experience in research and strategic planning. Highly skilled in developing and implementing comprehensive marketing strategies and branding initiatives designed to increase market share and business retention through focusing on customer experiences. Conduct in-depth market research to identify business opportunities, leveraging innovative channels and technological platforms to increase consumer outreach and brand awareness. Proven ability to translate evolving consumer needs in conjunction with product development teams to innovate existing products and services for increased revenue generation.

Areas of Expertise include:

- Sales
- Business Development
- Strategic Planning & Analysis
- Digital, Social, Traditional Marketing
- Marketing & Branding
- Team Leadership
- Cross-Functional Collaboration
- Product Development
- Revenue & Profit Growth
- Consumer Needs
- Process Improvement
- Contract Management/Negotiation

Professional Experience

LENNOX INTERNATIONAL; LENNOX COMMERCIAL • Richardson, TX • Dec 2016 – Present

SENIOR MANAGER MARKETING STRATEGIC INITIATIVES

Top-performing Senior Manager of Marketing with extensive experience in research, business development, sales and strategic planning. I am highly skilled in developing and implementing comprehensive marketing strategies and branding initiatives designed to increase market share and business retention through focusing on customer experiences. I conduct in-depth market research to identify business opportunities, leveraging innovative channels and technological platforms to increase consumer outreach and brand awareness. I have a proven ability to translate evolving consumer needs in conjunction with product development teams to innovate existing products and services for increased revenue generation.

Key Accomplishments:

- Collaborated with Sales and Supply Chain to quickly implement changes and take advantages of opportunities to generate over \$10M in incremental revenue through B2B sales and marketing initiatives within six months of new industry penetration.
- Evaluated direct-to-sales orders to streamline sales processes, reducing erroneous orders and improving customer experience.
- Maintained ownership of Lennox Commercial app and addressed user experiences to focus on new business development within the emerging market.
- Evaluated loyalty strategy and developed go-forward plan; while maintaining and improving current platform and engagement

FedEx Services; FedEx Retail • Plano, TX

MARKETING/PRODUCT/BUSINESS DEVELOPMENT MANAGER, MAY 2011 – NOVEMBER 2016

Researched market opportunities and trends to develop and execute relevant marketing strategies. Established and cultivated relationships with corporate partners to ensure effective negotiation of rates to minimize costs. Oversaw all facets of proposal processes. Screened, vetted, and built the business case and negotiated new business opportunities for FedEx retail; created a screening algorithm to facilitate identification of opportunities and rate of return for a partnership.

Key Accomplishments:

- Designed and innovated a fully functional Mobile FedEx Ship Center, creating two first-in-class unique working prototypes with packing, shipping, and hold at location capabilities; negotiated placement for locations at Wal-Mart and Simon Malls in 2014, leading to increased brand exposure and revenue generation.

RETAIL SHIPPING PRODUCT MANAGER, DEC 2009 – MAY 2011

Evaluated existing operations to implement new products for pack and ship services in geographic areas with substantial growth opportunities. Collaborated with FedEx operations to increase retail-shipping revenue.

Key Accomplishments:

- Successfully increased revenue generation through new market penetration.

Mail Boxes Etc. Inc.; UPS • San Diego, CA

SPECIAL VENUE DEVELOPMENT & SALES REGIONAL DIRECTOR FOR MAIL BOXES ETC. INC. (UPS SUBSIDIARY).

Solicited and identified new opportunities, negotiated with entity for UPS services, location of store, price and revenue share. Additionally, identified franchisee and negotiated with him/her for store ownership terms, revenue share with UPS; goal was 10 placements per year, but surpassed 17 placements per year for 4+ years

Education & Training

Master of Business Administration

BAYLOR UNIVERSITY | Waco, TX

Bachelor of Arts in Communications

SOUTHERN METHODIST UNIVERSITY | Dallas, TX

Yoast SEO Certification

The Hard Truth About Professional Selling Baylor Executive Sales Seminar

Situation Problem Implication Need-Payoff – SPIN Selling Seminar, UPS

Karass Program on Negotiation

Negotiation and Dealing with Difficult People, Harvard Executive Education

FedEx Purple Pipeline Senior Leadership Preparation Training Class (Personnel, Thought, People, Results Leadership Training)

Crucial Conversations Certified

Crucial Accountability Certified

FedEx Management Training Cohort 1 (HR Law, HR Policy, Coaching, Coaching Through Change)

Non-Traditional Revenue Management for Hotels, eCornell

HP Agile Training

Leadership School, UPS

North Dallas Franchise L.L.C Owner/Operator (The UPS Store)

Volunteer & Other Awards

YMCA Youth Coach

United States Soccer Federation Coaching License F

MS150 8x Rider and fundraiser

Carter Blood Care

Dallas Cup Soccer Monitor