



## PROFESSIONAL OBJECTIVE

I'm a motivated marketer/designer/creative problem solver looking for new opportunities to develop my base of knowledge and to tackle the next new challenge.

## EDUCATION

Associate Degree in Applied Science  
Commercial Art Technology: Advertising Design  
Jefferson Community & Technical College, Louisville, Kentucky, 2007.

## CODE

PHP

CSS

XHTML

Certificates in XHTML, CSS, Dreamweaver and SEO  
ITT Technical Institute, Louisville, KY, 2009.

Graphic Arts and Printing Technology Certificate  
Bullitt County Area Technology Center, Shepherdsville, KY, 2003.

## SOFTWARE

Filemaker

Windows

Mac OS X

Microsoft Office

Linux & Microsoft Hosting

Adobe CS5 Design Premium

## EXPERIENCE

### Marketing & Product Development Manager

Traffic Builders, Inc., December 2010 to Present

Owner of the end-to-end innovation and development process. Look for technology gaps, trends and opportunities for growth beyond current products, services and/or technology. Develop internal and external network of partners to move company agenda forward.

Create the basic conceptual product outlines and analyze potential product impact. Design/develop aspects of products such as e-mail and web platforms. Design and integrate the marketable brand with the existing brand and company structure. Develop user processes and rollout guidelines. Facilitate product launches.

### Marketing Development Manager

Traffic Builders, Inc., April 2009 to December 2010

Primary responsibilities included the creation, development and management of all Traffic Builders branding and marketing projects. This includes the hands-on creation and team management of print ads, direct mail, e-mail, web design/development, PR and social media marketing platforms. Focused on improving and executing marketing strategies that improve lead generation and marketing ROI.

### Quality Control Production Supervisor

Linens-N-Things Distribution Center, January 2003 to September 2008

Ran daily operations and provided assistance in resolving quality/inventory related issues in a national supply chain. Trained and supervised associates in a standardized quality control process. Researched and resolved vendor violations discrepancies found in the distribution network which generated over \$3.7 million in violation revenue in the 2007 fiscal year.

### Graphic Designer

Traffic Builders Inc., May 2006 to April 2009

Responsible for creating designs for print, direct mail, web and e-mail marketing for the automotive and RV industry while meeting tight deadlines in a fast paced marketing agency.

## ACHIEVEMENTS

Project lead on REV Live!, an online automotive marketing reporting tool. Developed the application concept, managed the development process, designed entire UI, created marketing material and executed product launch to over 130 clients.

## SKILLS

SEO

Layout & Design

E-mail Marketing

Inbound Marketing

Project Management

Product Development

Process Implementation

Commercial Photography

Commercial Printing Experience

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