

Digital Creative Manager

Over ten years demonstrated experience planning and executing integrated online marketing programs. Confident consensus builder and leader of diverse global teams. Hands-on contributor and team player adept at managing simultaneous projects and aligning cross functional roles. Focused on performance-driven solutions with the agility to optimize results utilizing analytics, search strategy, path optimization, and efficient change management.

Tenacious project lead	Multi-discipline team management	Content development planning
Global program management	Actionable web analytics	Ecommerce integration
Requirements assessment	Process improvement	Conversion analysis
Define and manage project scope	Collaborates well with peers	Tech B2B & B2C experience
Quality assurance	Original strategy ideation	Verbal & visual communication

Professional Experience

Consultant / ClarusAgency, Austin, TX 2009-present
Digital program management, creative direction, and search/social performance acceleration.

- Leading concurrent flash/video/animation projects for several Fortune 500 clients
- Leading process evolution for online project management, off-shore creative scaling, virtual team leadership
- Guiding creative and technical teams in the execution and delivery of complex interactive learning tools
- Strategic and financial planning of new business opportunities and engagement models

Consultant / SOL Marketing Concepts, Austin, TX 2009-present
Marketing program management and social media implementation.

- Managing a blogger affinity and awareness program for a leading software vendor
- Providing leadership and training sessions on social media strategy for ROI and ecommerce success
- Scoping, budgeting and executing a viral video/contest site for an established online brand
- Led a national social media monitoring program by establishing Radian6 dashboards and managing a team of contributors and client advocates

Sr. eBusiness Consultant - Social Media / Dell – Global Online Team, Round Rock, TX 2007-2009
Member of global team planning and managing the evolution of Dell.com worldwide.

- Directed visitor analysis and redesign of Healthcare and Federal Government online ecommerce portals increasing sales in both segments (FED generated \$500K sales in the first week after launch)
- Guided functional requirements and usability testing of wiki functionality of Telligent community platform and facilitated migration at time of launch of the new Dell Community Site in 2008
- Authored and facilitated global content syndication plan for Dell Premier (large business ecommerce system) creating a master template resulting in simplified synchronization and reduced localization/translation costs
- Championed innovative ridesharing Google Mashup (dell.ridesnearme.com) by coordinating cross-departmental stakeholders and external development teams
- Coordinated creation and distribution of digital assets for Dell's VOSTRO "I Believe" world-wide launch in 2007

Interactive Director / Tocquigny – Interactive + Marketing, Austin, TX 2006-2007
Interactive services leader and strategist for large and medium agency accounts.

- Led client and creative teams in design and launch of LovelsRespect.org (National Teen Dating Abuse Hotline)
- Agency lead on Digital Strategy, Search and Social Media, and Purchase Path Optimization
- Managed execution of numerous online programs across all digital clients (project management, budget, launch)

Content Manager / Powered – Internet Educational and Social Marketing, Austin, TX 2006

Managed a ten-person creative team in the development of educational content. Collaborated directly with the VP of Client Services to build strategic plans and manage execution and delivery.

- Authored Bluetooth educational marketing plan resulting in a successful bid for Motorola's mobile division
- Researched markets and worked with clients and account managers to define a portfolio of new online courses
- Collaborated with Project Management Office (PMO) to streamline new client launch schedule and content development process to reduce costs, improve quality assurance, and shorten time to market

Executive Producer / Axiomfire – Online Lead Generation (SaaS), Austin, TX 2004-2006

Oversaw team leadership and content creation from creative brainstorming through Quality Assurance (QA) and technical delivery. Performed as client manager, creative director, and project manager.

- Successfully coordinated agency integration for **FutureReady** Education Visionary Contest involving two national advertising agencies (TRIBAL DDB, Tocquigny) and three client teams (Microsoft, Dell, Intel)
- Led the client services and creative teams using Agile methodologies and online collaboration tools
- Established processes for design, development and QA for delivery of B2B educational marketing dialogues

Creative Director / ActiveMedia – Internet Design, Marketing and Development, Austin, TX 1997-2004

Established online marketing agency incorporating web design, banner advertising, search engine optimization, pay-per-click advertising, eCommerce, and online branding.

- Designed and managed creation of two magazine-based web sites for over three years
- Led the eCommerce planning and shopping cart development that was profitable in the first three months
- Developed and produced online projects that included: web site design, banner advertising, email marketing, newsletter creation and distribution, search marketing, content creation and search engine optimization)
- Negotiated and managed external contract teams for database and application programming

Director of Interactive Services / Media|Forum – Interactive Design Firm, Brighton, UK 1996-1997

Established and grew the web marketing business by generating \$500K of web design business in the first six months. Managed development teams of four to ten people across multiple countries.

- Guided multi-discipline web development teams in both the US and the UK
- Performed as client manager and project lead for several simultaneous international web projects that established an online portfolio and additional business opportunities
- Worked with sales manager to respond to RFPs, build proposals and project plans and then trained and managed the production teams in the execution of web design, usability and production

Executive Producer / SicolaMartin (Y&R agency), 1991 - 1996 – Advertising and Marketing, Austin, TX 1991-1996

Designed and developed interactive projects independently and as leader of a team. Reported directly to executive team and managed the day-to-day operations of interactive team that grew to 14 people.

- Established interactive group on early project successes (Motorola High End Hideaway & Dell Multimedia Works)
- Facilitated creative ideation, team building and successful business pitches resulting in annual revenue of \$1M in the second year of interactive group leadership
- Coordinated a staff of client managers, art directors, project managers, producers, programmers and designers to oversee project requirements, budgets and schedules
- Acted as client manager and creative director for initial multimedia projects and worked with external development resources to propose, present and deliver new ideas
- Identified and negotiated partner relationships to increase creative services portfolio into interactive development and Computer Based Training (CBT)

Education

B.A. English, University of Texas at Austin, Austin, TX

Expertise: trust economics, social media strategy, agile team leadership, global online management, search engine marketing, social networking, open source production, community platform evaluation and implementation.

Exemplary clients: Dell, Microsoft, HP, Intel, CSC, NetApp, Sony, Motorola, and Blaine Pharmaceuticals.