

Marketing Manager

Award-winning and innovative marketing professional with expert ability to create stunning and unique marketing campaigns for internationally recognized brands.

Expertise in developing and executing creative promotional and public relations strategies for local businesses with a focus on community, health, and sustainability. Lead and mentor department teams to enhance strategic thinking and tactical execution while exhibiting a solid business acumen. Collaborate with and/or lead cross-functional teams to generate positive marketing campaigns, implement global product innovation, and improve brand awareness through integrated marketing solutions. Passion for developing marketing campaigns that draw awareness to important humanitarian issues.

Areas of Expertise

- Cross-Functional Management
- Storytelling & Content Writing
- Brand Management
- Integrated Marketing
- Project Management
- Strategy & Analytics
- Tactical Activity Management
- Campaign Development
- Technology Acumen

Accomplishments

- ZONDERKIDZ: Developed and launched new Zondervan division which saw a revenue growth rate of 20%; initial revenue value of \$5M increased to \$25M in five years.
- FUNDRAISING: Launched promotional campaign and managed execution of King of Hearts Casino Night event; tripled monetary fundraising goals which aided in the assistance of securing a heart transplant for a man in the community.
- CORPORATE PHILANTHROPY: Designed and launched the *Share Your Breakfast* campaign, which was built, in partnership with Action for Healthy Kids, to raise awareness on childhood hunger in America; coordinated and appointed leaders to host numerous breakfasts throughout the country to further increase awareness; fed over 1M children and families.

Career Experience

Independent Contracts, Fennville, MI
Marketing Manager

2006 – Present

Provide full-service marketing development for small- to medium-sized businesses with concentration on supporting local programs that assist in the growth and development of the community. Lead development and execution of strategic marketing plans and act as brand representative to effectively produce marketing assets in line with brand identity, program/company goals, and target demographic. Identify customer needs while developing and executing tactical initiatives and strategy implementation. Analyze competition strategies, data and analytics, and demographic reports to plan, develop, and produce innovative, and intelligent marketing assets while collaborating and/or leading cross-functional teams.

- Developed and launched industry-wide movie theater campaign on behalf of The National Association of Theater Owners to entice and remind the population that movie theaters are the best place to watch movies.
- Directed and managed five-phase multi-million-dollar campaign to relaunch and build awareness for Zondervan Publishing products.
- Provided marketing management services to local charities and community programs such as King of Hearts Fundraising Campaign, Schreiner Academy, Western Michigan University, and the Southern Baptist Association.

Directed and led execution of line objectives, channel management, and distribution strategies for key quarterly activations while executing tactical initiatives to meet or exceed sales, profitability, manufacturing, and goals. Collaborated with outside promotional partners to develop marketing campaigns, promotions, and secure on-package partnerships for internationally recognized morning food brands.

- Developed, designed, and managed marketing and promotional assets and events for the Share Your Breakfast campaign.
- Collaborated in creation of promotional and marketing collateral for brands such as Coca-Cola, Disney, Warner Bros., Major League Baseball, MilkPrep (“Got Milk?”), Dannon, Dole, BoxTop Media, and Cinnabon.

Additional Experience

Zondervan Publishing: Division of Harper Collins, Grand Rapids, MI Marketing Director

Collaborated with internal editorial and sales team to devise product development plans and goals, as well as expanding on effective print and digital marketing strategies for purpose of driving sales and raising brand awareness. Planned and executed integrated marketing and engagement strategies, media campaigns, and public relations campaigns to reach diverse audiences. Coordinated with teams to establish goals, revenue forecasts, and campaign development to safeguard and increase total revenue. Refined marketing approaches based on data analytics, behavioral and sales data, and brand strategy to provide strong pipeline and support individual department goals.

- Co-created and established Zonderkidz brand; grew from \$5M in revenue to \$25M in 5 years; currently Zondervan’s largest division.
- Designed and launched many products and product lines for internationally renowned book brands such as VeggieTales, The Beginners’ Bible, and The Chronicles of Narnia.

Education

Bachelor of Arts in Communications: Specialized in Advertising and Public Relations **Minored in Journalism** Aquinas College, Grand Rapids, MI

Awards

IMPACT AWARD, The Christian Booksellers Association, for design and development of:

- New International Reader’s Version
- Women’s Devotional Bible
- Zonderkidz brand
- FaithGirlz
- Storykeepers

ADDY AWARD, The American Advertising Federation, for design and development of:

- The Christian Standard Bible
- National Association of Theater Owners campaign
- New International Reader’s Version

PRESIDENT’S AWARD, Zondervan, for Outstanding Accomplishments; obtained this annual award each year for 14 years.