



My passion...

cultivating loyal brand ambassadors, creating infectious action and turning good internet buzz into a great marketing campaign

Specialties...

search engine marketing, integrating online with traditional advertising, virtual goods, real estate, new product launches, consumer packaged goods, entertainment, seasonal products, hospitality, revitalizing mature brands



EXPERIENCE

Blue Poppy, LLC – Atlanta, GA

Mar 2008 - Present :: Owner - SEO, SEM, PPC search marketing consulting firm

Kaneva.com – Atlanta, GA

Nov 2006 – Mar 2009 :: Sr. Manager, Marketing & Communications

Managed the press strategy, business development marketing and consumer promotional campaigns to increase membership, sales, market share and brand awareness. Identified new partner opportunities, implemented strategic online CPM advertising campaigns, organic search optimization and PPC campaigns. Created/managed the Share Kaneva member evangelist program and buzz agent college infiltration initiative.

John Wieland Homes and Neighborhoods – Atlanta, GA

May 2001 - Nov 2006 :: Interactive Marketing Manager

Pioneered the company's Interactive Marketing group and online web presence, included: website development; video scripting and production, virtual tours and streaming video; PPC and organic SEO; online advertising; email marketing; content management, data collection and reporting. Supervisor of staff, strategic partners and contractors.

Advertising Specialist projects included corporate collateral; project management, copy writing/editing of 62-page home catalog; models, props and art direction for lifestyle photo shoots; media buying for five cities; sales drive events and '20,000 Homeowner' promotion.

Culpepper, McAuliffe and Meaders, Inc. Architecture & Design – Atlanta, GA

Nov 1998 - May 2001 :: Marketing Coordinator

Assisted the VP of Marketing with creative writing, proofreading press releases and feature stories, media relations, employee communications, RFPs and the online branding initiative.

Hill Flaherty Sabol Marketing Communications – Pittsburgh, PA

Jan 1997 - Sept 1998 :: Advertising Account Executive

Responsible for management and profitability of 10+ accounts representing 44% of firm's annual revenue, including: PPG Industries, Parker Hunter, CB Richard Ellis, The Stroh Brewery Co., Pittsburgh Brewing Co., The Buzz Poets, Hildebrandt and ELP Church. Led the new business presentations/RFPs team. Developed media plan, online strategies, and executed promotions with creative team, media, outside vendors and client.

Watters Enterprises, Inc. – Carmichaels, PA

Mar 1995 - Jan 1997 :: Sales & Marketing Coordinator

Media planning, budgeting, and insertions for seasonal advertising; consumer direct mail campaigns and product spec literature. Successfully expanded media coverage while reducing overall budget by \$100K through unclaimed co-op and targeted media planning.

EDUCATION

The Pennsylvania State University, BA Broadcast Cable, 1996 - State College, PA

Business Minor: Advertising, Economics, Logistics, and Public Relations

The Daily Collegian - Advertising Sales 2/94-8/94; News Photographer 8/94-4/95

D.A.R.E. Productions

ACCOMPLISHMENTS

- Printing Industry of Georgia Excellence Award - JWH&N Dream Book
- NSMC Silver - Best Builder Website - www.jwhomes.com
- American Advertising Federation ADDY®, I.C. Light Twist packaging
- 30-sec radio PSA for the United Way's pledge drive

CREDENTIALS

HTML & CSS - Level 4

NYU Proofreading & Editing

Atlanta Interactive Marketing Association (AiMA)