

Director, Digital Marketing

Digital Marketing / Content Strategy / Demand Generation / Storytelling

Creative and growth-focused professional with a history of turning goals & objectives into actionable outcomes. Specialize in creating original marketing content and campaigns to engage, educate and inspire your audience to action. Exemplary communication, research, reporting, and critical thinking skills. Experienced team leader with a laser focus on building high-performing teams. Passionate storyteller with a flair for uncovering insights and using data analytics to create highly original, audience-first content. Proven history in B2B tech, real estate, and mortgage marketing, delivering thought leadership and sales enablement assets. Demonstrated ability to build robust peer and stakeholder relationships. 2X author with exceptional editorial, publishing and promotional skills.

Areas of Expertise:

- Marketing Strategy & Execution
- Web & Email Marketing
- Artificial Intelligence & Emerging Tech
- Enterprise Innovation & Strategy
- Brand Partnerships & Collaborations
- Digital Marketing Campaigns
- Content Marketing
- Business Book Production & Promotion
- Staff Training & Coaching
- Business Development

Professional Experience

Content Marketing Factory – Livermore, CA (2017- Present)

(Digital agency specializing in content creation, design, and strategy, SEO, and copywriting)

Principal Marketing Consultant

Lead strategic planning, brand development, content strategy, and execution of demand generation campaigns for high-profile brands. Use owned, earned, and paid media to achieve cross-platform success for marketing and influencer campaigns, digital content development/distribution, websites, eCommerce, and apps. Strategically used analytics insights and data extraction tools to optimize brand campaigns to build engagement and drive sales.

Selected Contributions:

- Co-authored Amazon bestselling business strategy book, *Future Ready: A Changemaker's Guide to the Exponential Future*, 2020
- Drive more than 1,300 new monthly contacts for clients and partners with demand gen campaigns.
- Led and oversaw editorial campaigns for Fintech, SaaS, GovTech, and media organizations.
- Co-authored *The Art of the CMA* (Real Estate Marketing Book), August 2020 release.
- Create thought leadership content for C-level executives, including Forbes, Google Cloud, and Singularity University.

AmMAC / Amherst Holdings – San Jose, CA (2014 to 2017)

(Startup creating next-gen mortgage transaction platform)

VP of Marketing

Spearheaded developing and executing customer engagement marketing and project management strategies, while building partnerships and alliances to exceed defined product marketing and business objectives.

Selected Contributions:

- Implemented Google Analytics / Tag Manager Strategy for acquisition KPIs.
- Successfully planned an implemented MS Dynamics CRM, Marketing Automation, and Zendesk systems.

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Western Bancorp – San Jose, CA (2012 to 2014)
(Retail and wholesale mortgage lender)

Director, Digital Marketing

Proposed, architected, and managed design and launch of wholesale & retail marketing initiatives for top mortgage bank.

Selected Contributions:

- Maximized borrower testimonials by 20X through creating loyalty program.
- Increased broker participation by 42% through planning and developing B2B marketing campaigns.

Ellie Mae, Pleasanton CA – Pleasanton CA (2011 to 2012)
(Industry-leading SaaS Loan Origination Platform)

Senior Manager, Demand Generation

Developed executed and monitored lead generation and lead nurture campaigns to maximize business growth. Used Eloqua, Salesforce, and Demandbase platforms for acquisition campaigns.

Selected Contributions:

- Improved paid search conversion rate by 67% while reducing cost per conversion.
- Increased monthly production of qualified leads by 5X through creating integrated marketing campaigns.

Dominion Enterprises – Boca Raton FL & Norfolk VA (2006 to 2011)
(Real Estate Marketing & Data Services)

Director of Marketing / Business Development

Developed and executed strategic marketing initiatives for five brands of Homes Media Division, estate marketing, and media. Managed overall channel marketing responsibilities and retail promotion for products through creation of online and print ads, asset management, and pricing/cost management to facilitate immersive marketing experiences.

Selected Contributions:

- Initiated cross-selling and upselling strategies with bundled marketing and media products.
- Generated corporate website traffic and captured leads >4X with SEO, syndicated articles, and eBooks.
- Fostered business relationships and strategic alliances with National Association of Realtors®, Realogy, Inman News, RIS Media, and others.

*Additional experience as **Consultant / Senior Manager, Enterprise Content Marketing** with Singularity University, as **Marketing Director** with HomeXperts Inc., as **Marketing Consultant** with Business TechKnowledge, and **Product Communications Team Leader** and **eBusiness Consulting** with Amadeus IT Group*

Education and Credentials

MA Journalism & Public Relations • University of Florida – Gainesville, FL

BA Communications • Florida Atlantic University – Boca Raton, FL

Training Skills / Certifications

Google Analytics & Google Ads | Sales Copywriting | Asana | Airtable | MS Dynamics CRM | ClickDimensions | Salesforce | Pardot | WordPress | MS Office | GitHub | SEO | A/B testing | Facebook Advertising | Sales Funnels

Professional Development

- Co-author, [Future Ready: A Changemaker's Guide to the Exponential Revolution](#) – Amazon Bestseller
- Content on AI and innovation [here](#) and check out the Content Marketing Factory [blog](#)
- Google Analytics Individual Qualification [Certification](#)
- ClickDimensions Certification (marketing automation for MS Dynamics CRM)