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## SUMMARY OF QUALIFICATIONS

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I am an experienced marketing executive with 15+ years of experience in B2B, B2C, and not-for-profit organizations. I oversee the full marketing lifecycle from planning and management to measurement of omnichannel marketing programs. I am seeking a new full-time employment opportunity that offers on-site, hybrid, or remote work arrangements. I am open to travel.

## SKILLS AND EXPERIENCE

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Strategic marketing planning and execution · Product positioning and launch · Brand management · Website management · Lead generation and nurture · Extensive project management experience · Vendor management · Event management · Social media · SEO · Paid media management · Public relations · Digital strategy · Team leadership · Excellence in writing & speaking · Video scripting & production

## TOOLS AND PLATFORMS

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Hubspot · Salesforce · Pipedrive · Zoho · Eloqua · Workfront · Power BI · Adobe Creative Suite · WordPress · Drupal · SEMRush · Canva · Google/ Facebook/Instagram Ads · Google AdWords · Google Suite · Microsoft Suite · Teamwork · Asana · Monday · Slack · Intercom · GoToWebinar · Grammarly · ChatGPT

## PROFESSIONAL EXPERIENCE

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### **Fractional Marketing Executive** | Weber Media Partners | September 2022 - present

Evaluate, advise, support, and lead digital marketing for B2B, B2C, and not-for-profit organizations, including the following clients:

#### **UKG** | Lowell, MA (Contact position: April 2025 - present)

As a Demand Generation Program Manager, I navigate complex corporate systems (Eloqua, Salesforce, Power BI) to produce product-focused webinars and other lead-generating programs. Develop analytics reports, program recaps, and other sales-facing materials. I write multi-cadence email templates for BDRs that target unique verticals and move prospects through the pipeline.

#### **The Women's Edge** | Boston, MA

Developed and implemented strategic marketing programs for women's leadership nonprofit events and research studies, including developing strategic plans, writing editorial content, social media posts, blog posts, and presentation decks, and website optimization (WordPress).

#### **InterActive Circle** | Remote

Oversaw lead generation programs for seven digital agencies, including:

- Designed and implemented inbound, outbound, and near-bound demand generation programs, including email, PPC, and geofencing/device ID programs.
- Created compelling, optimized content for blogs and social posts
- Designed drip programs and funnel sequences using Zoho CRM and related tools

#### **ThinkLite Air** | Natick, MA

Oversaw all marketing activities for indoor air quality monitor and purifier manufacturer. Launched the ThinkLite Air brand, including:

- Rolled out brand guidelines across the website, digital, print, & trade show materials
- Oversaw content strategy: developed large-form content, blogs, email campaigns, & social media
- Designed multiple lead generation programs that converted prospects to MQLs

**Director of Marketing & Communications** | Medrio Clinical Trial Software | February - September 2022  
(Position eliminated)

- Recruited and onboarded a team of marketing professionals who developed and executed digital marketing campaigns targeted to drive high-value customers that encompassed SEO, social media, design, email marketing, and creative
- Produced a series of video testimonials with interviews of key company thought leaders to raise brand awareness and support recruitment.
- Executed large marketing automation projects, including migration from Marketo to HubSpot in partnership with outside vendors, which resulted in highly detailed lead scoring

**Director of Marketing** | Alpha Analytical Labs | Westborough, MA | May 2018 - February 2022

- Oversaw strategic marketing program that propelled company growth from \$43 to \$65M through an extensive calendar of educational webinars, workshops, seminars, trade shows, content creation, email programs, and sales tools.
- Produced an on-demand training program that supports the continuous flow of MQLs
- Spearheaded company-wide initiatives, including redesigning the customer portal, training customer-facing staff on social media skills, launching an employee blog, and instituting marketing automation tools (Hubspot, Salesforce, GoToWebinar, and Teamwork) for improved customer relationships and sales operations.

**Marketing Consultant** | Southborough, MA | April 2017 - May 2018

Created marketing programs for varied clients.

**Marketing Lead, Aquent Gymnasium** | Boston, MA | January 2016 - April 2017

Developed a comprehensive communications strategy for Aquent's online training company to enhance adult learners' skills worldwide. Accomplishments include:

- Developed an email program that migrated more than 20,000 users to the new training platform
- Developed and implemented a series of thought leadership events for the web design and development community that generated an influx of MQLs and eliminated the need for paid media
- Generated blog posts, social content, and email campaigns that continuously grow registrations and enrollments for online classes.

**Director of Marketing** | Skinner Auctioneers | Marlborough, MA | January - December 2015

- Responsible for overseeing all marketing activities at Skinner, including photography team, catalog and advertising production, website management, public relations, social media, and content marketing for New England's largest auction house.
- Oversaw marketing and public relations for a special auction of MBTA murals, which generated local and national press and resulted in the sale of murals at nearly three times their high estimate
- Introduced cost-saving advertising programs that extended the reach of Skinner's brand

**Founder and President** | Weber Media Partners | September 2004 - December 2015

Managed an award-winning digital marketing agency. Delivered digital marketing strategy and programs to various business, government, and non-profit clients. Inbound and outbound digital marketing programs include messaging, persona development, content strategy, planning, blog and website strategy and creation, social strategy, and organic and paid advertising.

Clients include Bose Corporation, VFA, Inc, Novartis, Perkins Elmer, Boston Medical, CSC Consulting, William Raveis Real Estate & Insurance, Conservation Services Group (3 EPA awards), the National Park Service (including Frederick Law Olmsted National Historic Site and Longfellow House), Boston Harbor Islands (2010 MITX award finalist), Dogwatch Hidden Fence Systems, Lahey Clinic, Ecotarium, Boston Light and Sound (2006 MITX award finalist), Top of the Hub Restaurant, Anthony Quinn Foundation, & Davis Museum at Wellesley College.

## VOLUNTEER EXPERIENCE

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### **Program Director, Art on the Trails** | Southborough Open Land Foundation | 2017 - present

- Develop and oversee a public art program promoting the use of conservation land. This program drives hundreds of new regional visitors to Beals Preserve in Southborough, Massachusetts, and educates them about the conservation of public land and the value of preserving it.
- Raise funds through grant writing and sponsorships, hire and manage a team of professionals and volunteers, including art and poetry jurors, designers, and printers, and collaborate with non-profit organizations, town officials, and community groups to organize public events
- Promote calls for art and poetry, events, and ongoing exhibitions through web, social, and email campaigns, delivering national and regional awareness and participation

### **Southborough Historical Society** | Southborough, MA

Develop an operational plan for the new History and Arts Center that includes community relations, classes, an exhibition schedule, pricing, operational procedures, and grand opening events.

## PUBLIC SPEAKING EXPERIENCE

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- Frequent speaker and educator on digital marketing for professional organizations, including the American Marketing Association, Geek Girl Technical Conference, Babson College, and Olin School of Entrepreneurship.
- Prizewinning storyteller, poet, and artist. Three-time Moth StorySLAM Champion.

## EDUCATION

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- University of Massachusetts, Boston. Master of Arts in Critical and Creative Thinking
- Emerson College, Bachelor of Arts in Communications