

## MARKETING MANAGER

### Summary

Multidisciplinary professional with track record of exceeding revenue goals, driving high-volume new user acquisition and growing subscription-based businesses. Versed in all aspects of marketing campaigns from concept development to execution and launch.

### Highlights

- Brand development
- Multi-media marketing
- Channel strategy
- CRM understanding
- New customer acquisition
- Prospecting
- Account management
- Skilled negotiator

### Accomplishments

#### Notable Accomplishments: Â

**Co-Founding Instadium, LLC**, the country's leading provider of restroom advertising signage and in-game promotional events to both professional and collegiate sporting venues.

**Co-Founding LiveHelper.com**; Livehelper is a privately held company that introduced to the lead generation industry remotely hosted services for businesses and their websites to provide real-time support online sales, marketing and customer service.

**Co-Founding GoWebBaby USA, LLC** one of the fastest growing IT Solution companies in Central India as well as its proprietary technologies that include BingoCRM, LegalZen and SmartGen, a document assembly and automation software.

**Developer and Co-Founder LegalZen**; a real-time, artificial intelligence engine that utilizes social media to suggest, create and offer to consumer legal documents and associated solutions.

### Experience

Marketing Manager, 04/2009 to 03/2015 Company Name i¼ City, State

- Managed both inbound and outbound marketing campaigns to generate new business and to support partner and sales teams.
- Managed the complete redesign and launch of the company's website in [Number] months.
- Developed corporate communications strategies and programs, including project timelines.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.

Banking and Workout Attorney, 01/2006 to 01/2009 Company Name i¼ City, State

- Full-service law firm with over 100 employees and representing numerous national and regional lending institutions, REIT's, and significant private organizations.
- Represent local and national financial institutions in structuring and negotiating appropriate documentation, including construction and permanent financing, asset based loans, letter of credit transactions, term loans, and lines of credit.
- Counseled clients in the acquisition, leasing and disposition of commercial real estate throughout the country.
- Represented lead lender in \$92M participation financing of several commercial office parks located in Michigan.
- Facilitated purchase of \$50M loan portfolio from Fortune 50 company.
- Represented client in simultaneous \$18M acquisition and financing of major retail shopping centers in Colorado and 4 Wal-Mart stores located in Wisconsin, Tennessee, South Carolina, and Ohio.

National Sales Director, 01/2003 to 01/2005 Company Name i¼ City, State

- Commercial real estate firm specializing in accelerated sales of commercial real estate with key clients including General Electric, JPMorgan Chase, Sunoco, and British Petroleum.
- Employed 30+ professionals.
- Led national sales team of commercial real estate agents to assess properties/portfolios for sale.
- Implemented most appropriate sales method based on industry, property type, and geographic location.
- Prepared due diligence materials for prospective buyers.
- Optimized profitability of clients' portfolios by conducting nationwide live seminars to prospective purchasers on participating in the accelerated sealed bid auction.

01/2001 to 01/2003 Company Name i¼ City , State

- General practice law firm with over 150 attorneys and support staff.
- Attorney Represented nation's largest SBA and 504 Lender including Bank of America and Allied Capital in originating loans and selling loan portfolios into secondary market.
- Notable Accomplishments: Documented and closed \$200M+ of Small Business Administration 7(A) and 504 loan programs.
- Lead Auditor that ensured compliance with SBA guidelines by leading team to audit loan portfolios through lien, asset, and collateral analysis.

#### Education

Juris Doctorate (JD) : 2001 CHICAGO-KENT COLLEGE OF LAW IN i¼ City , State GPA: Appointment, Dean's Panel on Electronic Voting Reformation Recipient, CALI Award for "The Philosophies of the Criminal Justice System" Appointment, Dean's Panel on Electronic Voting Reformation Recipient, CALI Award for "The Philosophies of the Criminal Justice System"

Bachelor of Arts : American and European History , 1998 TULANE UNIVERSITY IN NEW i¼ City , State GPA: Magna Cum Laude Dean's List Phi Beta Kappa Tulane Senior Scholar Intramural Rugby Team American and European History Magna Cum Laude Dean's List Phi Beta Kappa Tulane Senior Scholar Intramural Rugby Team

#### Professional Affiliations

State Bar of Michigan Michigan Bar Association

#### Skills

- SEO, SEM, Social Media
- Launch Strategies
- Social-Digital Marketing
- Traffic Generation
- Media and Marketing Analysis
- Interactive Web Campaigns/E-Commerce