

## DIRECTOR, GLOBAL DIGITAL MARKETING

### Executive Profile

Results oriented leader with extensive B-B marketing and technical experience leading global cross-functional teams delivering innovation, and profitable measurable results while fostering a collaborative team focused culture. Passionate in championing creation of digital and content marketing strategies and practices. Proven record of success in influencing and driving change while delivering business results in unexpected and cutting edge ways.

#### Skill Highlights

Cross-media demand generation    Value proposition creation

Digital, Social and new media    Product marketing

Strategy and competitive planning    Content marketing strategies

Analytics    Channel marketing and expansion

LSS Green Belt certified    Industry marketing

Event and workshop strategy    Agile Development and Marketing

#### Professional Experience

Director, Global Digital Marketing 01/2014 to Current Company Name City , State

- Global leader for web marketing strategy and operations for www.xerox.com including leading digital marketing strategy and integration, web site content marketing strategy, traffic analysis and optimization, SEO, translations, social media integration, marketing automation / online demand generation and voice of customer validation.
- Own development of first ever web content marketing strategy to support launch of new dynamic, relevant/personalized and responsive corporate site.
- Develop and execute demand generation strategies to position corporate website as center of inbound marketing including integration of Marketo and leveraging features of marketing automation across the marketing and communications community.
- Manage team of 12 full time professionals and agency partners.
- Significant day-to-day management of global projects, with ongoing prioritization and internal partner and executive engagement.
- Boosted website traffic by 8% by integrating social media.

Manager, Interactive Marketing 04/2013 to 12/2013 Company Name City , State

- Led global strategy for technology business on www.xerox.com including web site content delivery, traffic analysis and optimization, web marketing strategy and integration, ratings and reviews, and demand generation with online forms and campaigns.
- Drove new page design for a strategic company business with a 50% increase in traffic.
- Managed team of five along with budget

Manager, Marketing Communications 03/2011 to 04/2013 Company Name City , State

- Developed worldwide marketing communications supporting high end printing business including cross media direct marketing campaigns resulting in ROI of 10. Proofed and approved production drafts of promotional materials.
- Earned LSS Green Belt Certification developing new value proposition for business.
- Led strategy and marcom execution for events and thought leadership workshops.
- Managed project deadlines and monitored milestones through completion stage.
- Ensured agency marketing expenses were inline with established budget of \$1M.
- Worked closely with internal partners to identify needs and challenges to provide solutions-oriented campaign.

Manager, Packaging Industry Marketing 01/2009 to 03/2011 Company Name City , State

- Created global marketing strategy for entering new market along with targeted communications.
- Delivered marketing programs and sales tools enabling the field with accelerated go to market timeline.
- Designed and led implementation of customer events and executive presentations
- Negotiated contracts with industry consultants to support credibility with prospects.
- Met program objectives for new business penetration.

Manager, Applications Marketing 01/2007 to 01/2009 Company Name City , State

- Implemented new go to market strategy with responsibility for management of cross functional teams totaling 50+ members.
- Delivered sales training, marketing collateral and customer application tools for worldwide use in four months and presented at customer meetings.
- 90% + positive rating of program and delivery by sales to enable new and additional revenue.
- Managed \$1M budget.

Healthcare & Retail Industry Marketing Manager 02/2005 to 01/2007 Company Name City , State

- Developed content and supported roll-out of industry training worldwide, industry sales and customer tools, and customer workshops.
- Resulted in 2.2% install growth in Healthcare and 6% in Retail along with a 44% increase in color installs for each sector.

Finance & Accounting Services Marketing Manager 01/2003 to 02/2005 Company Name City , State

- Marketed business process services exceeding lead generation and sales goals.
- Led development of sales training, marketing materials and account profiling.
- Managed overall marketing department budget along with HR responsibility for two employees.

Solutions Marketing Manager 06/2001 to 01/2003 Company Name City , State

- Negotiated requirements for development of solution offerings targeted for financial services and healthcare clients.
- Exceeded goals with solution being #1 in revenue and installs for 2001 and 2002 for financial services and healthcare industry team.

Internet Marketing Manager 11/2000 to 06/2001 Company Name City , State

- Led development of internet marketing strategies for accounts working with web development team.
- Delivered proposals to accounts and managed implementation of marketing strategies.

Retail Sales Account Manager 07/2000 to 11/2000 Company Name City , State

- Negotiated pricing, marketing development funds and product placements at retail and internet accounts.

Retail Multi-function Product Marketing Manager 08/1998 to 07/2000 Company Name City , State

- Global responsibility for concept development and timely execution of fax based multi-function for retail and small to medium sized business channels.
- Managed all product collateral development including packaging and point of sale materials.
- Negotiated product features and look and feel with OEM supplier, set pricing and launch guidelines, and developed and delivered training worldwide.
- Lead member of core team tasked with developing next generation inkjet strategy and implementation plans.

Color Services Launch Manager 03/1997 to 08/1998 Company Name City , State

- Successfully launched color document services marketing program to US services sales representatives.
- Resulted in 237% profit growth for 1997.
- Developed measurement process to track growth of color services.
- Managed all color training events for services sales reps and delivered training to new sales reps.

Customer Interface Engineer for Color Products 03/1995 to 03/1997 Company Name City , State

- Managed creation and global execution of customer documentation, translations, customer training materials, product user interface dialogues and product look and feel.
- Delivered marketing image quality samples, collateral input, demo script writing, product demos,.
- Created and presented product training to color sales specialists and product overviews for customers.

Network Engineer 05/1987 to 03/1995 Company Name City , State

- Managed two engineering teams and established internal transfer pricing for network services and negotiated pricing contracts with telecommunications and hardware suppliers.
- Led customer requirement gathering, business case justification and implementation of first digital and internal network at Xerox resulting in \$550k annual savings, increased speed, reliability and level of service.

#### Education

MBA : Executive Development University of Rochester - William E. Simon School of BusinessAdministration City , State

Bachelor of Science : Electrical Engineering Boston University City , State

#### Interests

Recreational sports and fitness

Reading and travel

Fairport Soccer Club - Team Manager

Fairport High School Girls Soccer and Girls Lacrosse - Booster club member

#### Additional Information

- ADDITIONAL INFORMATION Fairport Soccer Club - Team Manager Fairport High School Girls Soccer and Girls Lacrosse - Booster

club member

Skills