

## ABOUT

Results-driven B2B marketing professional with a proven track record of boosting opportunity pipelines, standardizing processes, and driving top-line growth. A strong leader skilled in building cohesive teams that consistently achieve strategic goals on time. Committed to empowering team members through training and development. Experienced in configuring and managing sales and marketing platforms to enhance cross-functional collaboration, from lead generation to revenue realization. Successfully developed strategies to acquire new customers and grow existing accounts in a transparent, measurable, and repeatable manner. Expertise in creating operational procedures and training programs that drive software adoption and efficiency, reducing reliance on external service providers.

## EXPERIENCE

### Calspan

#### Director of Marketing

Jan 2021 - Present

\$200M / 620 Employees -

Aerospace, defense, and automotive technology testing and engineering services. Calspan is comprised of 8 distinct business units.

- › Conceived and built a new website and implemented a digital marketing strategy that has delivered 5x growth in bookings and 2x growth in total sales opportunities in FY2023.
- › Assembled a marketing team that performs all video, design, writing, and other marketing work in-house, eliminating all outsourcing costs
- › Improved sales and marketing processes in Pipedrive Customer Relationship Management system and served as the primary system administrator
- › Documented standard operating procedures and conducted training for the business development and executive teams
- › Implemented proactive outreach programs focused on identifying key decision-makers within target accounts to on-board new customers
- › Built a new company-wide corporate SharePoint intranet solution that has proven to be an effective platform for the corporate team to release communications and keep remote business units connected
- › Created value propositions and sales collateral for each market served and deployed messaging through social media, product brochures, customer presentations, and other marketing channels
- › Completed approximately 15 trade shows per year self-sufficiently without relying on outsourced vendors

### Zinga & Air System Products - Filtration Group

#### Senior Marketing Manager

Jul 2020 - Jan 2021

\$40M / 80 Employees - Managed marketing for 2 Business Units within Filtration Group. Air System Products manufactures industrial air compression systems equipment, and Zinga manufactures hydraulic oil filtration components.

- › Built new websites for both Air System Products and Zinga using the Filtration Group standardized WordPress content management system
- › Integrated both websites into Filtration Group's partitioned instance of Salesforce Customer Relationship Management system and Marketo marketing software
- › Increase sales leads coming from the website over 10x
- › Served as on-premises Salesforce subject matter expert, documented standard operating procedures, and conducted training for Air System Products and Zinga business development and executive teams
- › Connected Air System Products Enterprise Resource Planning to Filtration Group's Salesforce environment using Dell Boomi middle-ware integration
- › Executed webinars that attracted key accounts to generate business development opportunities
- › Updated presentations, brochures, and other marketing collateral to conform with Filtration Group style guide

## Multisorb Filtration Group

### Marketing Manager

May 2009 - Jul 2020

\$110M / 450 Employees - Global company that manufactures packaging components and automation equipment that is sold in the pharmaceutical, food, electronics, logistics, and other industrial industries.

- › Implemented digital marketing strategy in 2019 that generated \$3M in new business realized revenue and \$22M in active sales opportunities in the first year
- › Key member of senior level an important role working on a Sales and Marketing team that increased overall sales 13.5% in 2018
- › Eliminated the need to work with an advertising agency and other consultants by completing marketing activities in-house reducing expenses by more than \$1M per year
- › Ran side-by-side trials of Salesforce Customer Relationship Management system and Microsoft Dynamics for a 6-month period before selecting and implementing Salesforce
- › Led Infor XA Enterprise Resource Planning and Salesforce Customer Relationship Management data integration
- › Wrote standard operating procedures and trained outside sales, inside sales, customer service, and executives on Salesforce Customer Relationship Management system
- › Implemented account-based marketing programs utilizing telemarketing services that generate high quality, qualified sales leads
- › Liaison between Filtration Group corporate and Multisorb executives for strategic planning and alignment for acquisition integration
- › Created value propositions for each market served and created product brochures, customer presentations, and other marketing collateral
- › Led a team that completed 35 global trade shows in a single year (2016)

## Graham Corporation

### IT Assistant

Jul 2009 - Nov 2009

### Independent Contractor

Nov 2009 - 2020

\$90M / 300 Employees - Engineers and manufactures heat transfer and other large components used to produce chemicals, electric energy, petroleum, and many other products.

- › Implemented website Content Management System that enabled non-technical employees to update the website
- › Built knowledge-base web application and technical library where website visitors could create accounts, file a case, and Graham representatives could manage inquiries
- › Created a five-video series of technical videos that enabled sales teams in the field to easily explain and illustrate technical intricacies of product offerings
- › Created new line of revised and refreshed brochures and presentation templates
- › Worked on a team that executed a number of global trade shows
- › Built website and Content Management System platform for Energy Steel, a company that Graham acquired

## OTHER NOTABLE PROFESSIONAL ACCOMPLISHMENTS

Worked with a startup called New Wave Energy on marketing programs and website platform with online enrollment capabilities that transformed the business into a multi-million dollar company.

[www.newwaveenergy.com](http://www.newwaveenergy.com)

## EDUCATION

### Canisius College Digital Media Arts

2003 - 2005

### Medaille College BA Visual and Digital Arts (3.51 Cum Laude)

2006 - 2008