

**Proven Results   ▪   Diverse Experience   ▪   Strong Relationships**

**Senior business leader with consistent record of delivering results and forging strong relationships.** Thirteen years experience across multiple industries with deep expertise in direct marketing, planning, operations, and technology. Quickly learn new businesses and contribute to the bottom line by combining flexibility, creativity, and analytics with focused business insight.

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**VIDEO PROFESSOR** – Lakewood, Colorado

**3/05 - Present**

~ Video Professor has been the leader in comprehensive self-paced computer software tutorials for over 18 years.

**E-commerce Director** – *E-commerce Department*

Responsible for the Internet marketing strategy, tactical execution and optimization of 100% of the e-commerce channel – the largest and most profitable part of Video Professor's business.

- Catapulted traffic through performance-driven search engine marketing program – Increased organic search orders by 304% and paid search orders by 444% in 15 months.
  - Manage team of direct reports in execution of online marketing acquisition programs including e-mail, affiliate, search, viral, banner, text sensitive and co-registration.
  - Formalized project management, budgeting, forecasting, creative development, performance monitoring, and group communications to facilitate efficient resource utilization and effectively inform executives of progress and key issues.
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**ORANGE GLO INTERNATIONAL** – Greenwood Village, Colorado

**9/01 - 3/05**

~ A world-wide privately held, innovative leader in the consumer packaged goods (CPG) industry with brands including OxiClean, Orange Glo, Orange Clean & Kaboom cleaning products. Orange Glo uses a multi-channel marketing strategy, optimizing the tactical use of Internet, direct mail, retail and television.

**Global E-Commerce Manager** – *International Direct Marketing, Sales & Information Technology*

Managed the activities and budget of a team of internal/external professionals. Responsibilities include Internet strategy and execution in the United States, United Kingdom, Japan and Germany.

- Grew customer opt-in file from 0 to over 200,000 strong in 2.5 years.
- Accelerated customer acquisition through link exchanges with over 1,000 partners.
- Created the "E-Commerce Pulse" – a report used to assess overall effectiveness of the Internet channel with regard to new product launches and ongoing customer relationships.

**E-Commerce Manager** – *Domestic Direct Marketing*

Hired to develop and lead the Team responsible for integrating and accelerating digital advertising programs across domestic retail and direct marketing channels.

- Increased E-commerce sales 170% in first 12 months in position.
- Launched e-mail, search engine and affiliate marketing programs from the ground up.
- Effectively promoted new product trial through Internet sample distribution.

## **QWEST COMMUNICATIONS** – Denver, Colorado

**4/01 - 7/01**

~ Leading broadband services company with over twenty-five million subscribers and 47,000 employees. Qwest Control enables monitoring and on-demand configuration of Qwest communications services.

### **Product Manager** – *Web Tools, Qwest Control*

Responsible for managing day-to-day activities of Web-based network management application. Lead development team through the enhancement product life cycle. Qwest Control supports over 4,500 enterprises and \$1.4 billion in revenue.

- Coordinated change control activities associated with production environment releases.
  - Planned, created and executed highly targeted marketing programs to promote and increase product usage.
  - Lead development of system that identified, tracked and reported on key performance indicators necessary to support decision making for future product direction.
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## **TACTICAL MARKETING VENTURES** – Westminster, Colorado

**8/00 - 4/01**

~ Marketing accelerator that develops and executes marketing and channel strategies for start-up companies. Tactical Marketing Ventures implements and manages all aspects of marketing, including: sales development, product introductions, company operations, and corporate communications.

### **Direct Marketing Manager** – *Marketing Communications*

Managed design, development, and execution of direct marketing programs involving lead generation, channel support tactics, as well as E-commerce activities to achieve client objectives.

- Consulted clients on all aspects of Internet marketing, including affiliate marketing, banner advertising, Search Engine Optimization, e-mail marketing, identifying cooperative branding opportunities, as well as Web site usability/development, and log file analysis.
  - Assigned to Product Launch Tactical Team after many successful product launches effectively using Internet tactics to create a “buzz factor” around product launches.
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## **WHOLE FOODS MARKET** – Thornton, Colorado

**11/98 - 7/00**

~ The world’s largest retailer of natural and organic foods. Whole Foods has over 150 supermarket locations in North America and the United Kingdom.

### **E-Commerce Manager** – *Internet Marketing*

First hired to lead the E-commerce efforts for the HealthSmart Vitamins Division and after immediate impact also accepted responsibilities for the Bioenergy Nutrients Division.

- Increased Web site annual revenue 327% in 13 months while maintaining profitability.
- Responsibilities included Profit & Loss reporting, housefile and acquisition media planning, promotion tracking and analysis, site architecture and Development Team management, backend enterprise development and CRM systems management.

## **LIFEHELP ADMINISTRATIVE SERVICES** – Redding, California

**6/96 - 10/98**

~ LifeHelp serves as the conduit between banks and insurance companies to offer insurance products to financial institution customers.

### **Marketing Development Manager** – *Direct Marketing and Sales*

Responsible for business to business and business to consumer media plan development.

- Lead packaging, promotion and merchandising strategy that resulted in a two-step lead generation direct mail design that remains a staple in the direct marketing insurance industry – earned 25% response rate for seven consecutive quarters.
  - Designed and developed back-end promotion tracking and analysis system.
  - Maximized sales force efficiency through development of “just-in-time” database-driven marketing programs via the Internet.
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## **MILLS FINANCIAL MARKETING & ADVERTISING AGENCY** – Storm Lake, Iowa

**1/95 – 6/96**

~ Award-winning financial service agency with expertise in strategic planning, marketing communications, and tactical execution of both demographic and database-targeted marketing programs.

### **Marketing Research Assistant** – *Research*

Responsible for execution of primary and secondary marketing research used in marketing planning.

- Development primary and secondary research for strategic planning guide used for writing marketing plans, composing training presentations and marketing campaign positioning.
  - Member of production team assisting in award winning advertising campaign, featuring four forms of media, including: television, newspaper, radio and direct mail.
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## **Education**

**Buena Vista University** – Storm Lake, Iowa  
Bachelor of Arts, Marketing – 1996

**Direct Marketing Association** – Chicago, Illinois  
Permission e-mail Marketing – 2000

**Direct Marketing Educational Foundation** – Milwaukee, Wisconsin  
Collegiate Institute National Award Recipient – 1995