



QUALIFICATIONS OVERVIEW

Proven track record of hands-on management, project management, marketing, and sales. Successfully combining teamwork and leadership to design and execute solutions that create customer value, deliver operational efficiencies, improve communications, and increase stakeholder value.

PROFESSIONAL EXPERIENCE

Zones, LLC Jun 2022 — Present
Partner & Product Management Auburn, WA

Zones is a leading global provider of comprehensive IT solutions and services, bolstered by robust partnerships.

- Maximizing value and leveraging partner resources to best position brand for the organization.
- Significant brand sales revenue and gross margin growth within the first quarter of start.
- Providing comprehensive training to sales teams on partner products, services, programs, and resources, while actively driving new and existing opportunities to fruition.
- Ongoing marketing activities for continuous brand exposure and growth within the organization.

Self Feb 2013 — Jun 2021
Design | Marketing | Project Management Seattle, WA

Specializing in innovative design and marketing; enhancing online visibility for local small and medium-sized businesses.

- Created custom websites with eye catching design and relevant content, with knowledge of varying technologies, including custom marketing campaigns; both on-line and print.
- Proficiency in Adobe CC, including Illustrator, InDesign, Photoshop and more.

Waterways Cruises & Events Jun 2021 — Apr 2022
Cruise & Event Management | Sales Seattle, WA

Waterways is a family owned cruise and events company specializing in public and private specialty events both on water and land.

- Managed launch and sales of all public cruises, resulting in half of all revenue, through online bookings.
- Managed scheduling, sales, and support of all public cruises, including specialty events, utilizing the latest event-booking SAS available.
- Migrated public ticket sales to new booking management system leading to increased efficiencies and cost savings company wide.

The Lookout Apr 2014 — Apr 2021
Management Seattle, WA

The Lookout demonstrates a steadfast commitment to prioritizing exceptional service, fostering enduring customer relationships, and strategically driving customer growth within the local community as a neighborhood bar and grill.

Management | Sales

- Increased annual profitability since joining the team, with focus on customer retention strategy.
- Management with emphasis on team leadership, customer service, and operational efficiencies.
- Lead local marketing efforts through on-line, social media and print.

MindActiva, LLC Mar 2009 — Feb 2013
Creative Director | Marketing | Project Management Seattle, WA

MindActiva is a dynamic media and communications company specializing in innovative educational products tailored for early language learning.

Management | Operations | Project Management

- Recruited and managed development team for international product launch in foreign markets.
- Project managed product development and manufacturing of two complex interactive products within budget and schedule.
- Setup IT infrastructure and systems that enabled international collaboration and sharing of complex media assets. This includes setup and management of SharePoint site.

Marketing | Design

- Developed public relations and promotional campaigns that resulted in eight prestigious product awards within six months of product launch.
- Hands on approach with all media content for print, video, and web using Adobe Creative Cloud.

Key Accomplishments

- Project Managed global multicultural creative and technical team on \$1.2M project.
- Launched two products, achieving international sales in over 25 countries.

The Stratford Company Oct 2007 — Mar 2009
Business Manager Seattle, WA

The Stratford Company is a real estate investment and development company that acquires, develops, markets and manages real estate investments.

Management | Operations | Administration

- Setup, coordinated and managed weekly executive team meetings with leadership.
- Improved cash flow by streamlining the income acquisition process for IRA rollover investments and maintaining CRM system for fund investments.

Marketing

- Designed and deployed an on-line communication systems for tenants that simplified internal processes and resulted in improved customer service and satisfaction.
- Collaborated directly with the CEO on all marketing, promotion and investment forum presentations.

Key Accomplishments

- Migrated the company's server and terminal-server services to cloud-based services; reducing outsourced IT costs by 80%

ADDITIONAL

- Proficient in Adobe CC, to include Photoshop, Illustrator, InDesign and more.
- Deployment, administration and internal support of Microsoft Server, Exchange Server, SharePoint Server/Services, Office 365, and Google Apps.
- Languages: English & German.

EDUCATION

- Western Washington University, Bellingham WA, USA (Business Admin)