

My Value Proposition

Over 20 years of practical marketing experience in both corporate America and as an executive consultant for my national consulting firm where my marketing expertise, business experience, M.B.A. education, and broad strategic and tactical skill set have resulted in hundreds of successful projects and satisfied clients. I deliver value as a result of:

- My ability to mix creative ideas with proven strategies and best practices to produce positive results, increase return on investment, and improve my client's bottom line.
- My ability to offer a one-stop shop and full-circle service by backing my talk (marketing plans and business strategy) with action (tactical deliverables and implementation).
- My dedication to being an ambitious executive, dedicated business professional, AND savvy entrepreneur.
- My experience working with all professional types from C-level executives to sales reps to support staff.
- My propensity to focus not only on the details but also the mission and the vision.
- My ability to wear a number of hats and provide solid value for a variety of marketing and business functions.
- My commitment to being an "A" player.

Core Competencies

- B-to B and B-to-C Marketing
- Branding & Awareness
- Business & Marketing Plans
- Business Development
- Channel Marketing
- Content Marketing
- Hi-Touch Campaigns
- Identity Development
- Marketing Consulting
- New Product / Service Devt.
- Online / Internet Marketing
- Social Media

Tactical Skills

- Advertising (Print & Online)
- Collateral Development
- Direct Mail Campaigns
- eMail Campaigns
- Graphic Design
- Landing Pages
- Logo Development
- Presentations / Proposals
- Public & Media Relations
- Trade Shows & Industry Events
- Web Site Design
- Writing (Technical & Creative)

I am proficient in the Microsoft Suite, Adobe Creative Suite, and a host of other web / software applications.

Professional Experience

ENTREPRENEURIAL VENTURE:

Denver, CO | 04/99 to present

A Figure of Speech, Inc.

Founder / Director of Marketing for a national marketing consulting firm. Responsible for providing comprehensive strategic and tactical marketing services for B-to-B and B-to-C clients in diverse industries including technology, healthcare, financial services, database marketing, environmental, retail, professional services, and more. Supported sales staff and spearheaded business development efforts through channel marketing strategies, lead generation efforts, and custom program development.

Combined marketing expertise, business savvy, and an integrated communications approach to help clients meet critical business objectives and achieve sales goals. Generated revenue, improved ROI, gained market share, and contributed to the bottom line of numerous startup, early stage, and Fortune 500 companies. Created value by offering a one-stop shop for both expert consulting services and results-driven, tactical deliverables.

Outstanding Achievements Include:

- Completed a corporate branding initiative for a client that resulted in improved identity, industry recognition, and increased sales.
- Achieved a 25% close rate on a hi-touch campaign for a technology client.
- Designed the new Denver Auto Show logo and contributed to a major rebranding effort for the event.
- Helped an established company increase market share and sales revenue through the research, development, and launch of custom programs and services.
- Successfully converted prospects to clients to loyal advocates for a national healthcare company.
- Played an integral role in helping a financial services client achieve the highest sales revenue to date in a 14-year period (2012).

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Professional Experience, continued

CORPORATE AMERICA:

StrucSure Risk Management Group

Denver, CO | 04/10 to 04/12

Full-time, contract position through A Figure of Speech, Inc.

Vice President of Marketing for national financial services company serving the building, construction, and contractor industry. Responsible for strategic initiatives surrounding marketing, custom program development, business development, partner relations, lead generation, and technology integration. Managed staff and provided sales support for eight executive sales professionals across the United States. Also provided tactical services including collateral development, print and online advertising, direct mail campaigns, email campaigns, landing pages, trade shows and industry events, and internal / external Web sites and portals.

Experian/Customer Insight Company and Stone & Webster Management Consultants, Inc.

Denver, CO | 09/92 to 04/99

Marketing professional for a database marketing software company (Experian) and a utility software consulting firm (Stone & Webster, MCI). Responsible for providing strategic and tactical marketing services and supporting sales and business development efforts. Successfully managed the product launch for Intelligen™, a million dollar database software solution. Increased revenue at both companies through marketing efforts that promoted proprietary software products and services.

Awards / Accomplishments

- **A Figure of Speech, Inc. helps Abacus win multiple marketing awards from the Business Marketing Association (BMA)**

A Figure of Speech, Inc. (and creative partners) developed marketing pieces and campaigns that won numerous Gold, Silver, and Best Results awards at the BMA Gold Key Awards, a prestigious awards competition dedicated solely to B-to-B marketing.

- **Ad design by A Figure of Speech, Inc. helps client receive high rating and positive write-up from leading industry publications**

In an ad study by *DIRECT Magazine*, my client rated higher than any of their competitors and also had one of the highest ratings overall for their "Ah-Ha Moment" ad (designed by A Figure of Speech, Inc.). A second ad was also given a positive review by *BtoB Marketing* who critiqued the ad for design, copy, and creativity.

- **Ad gets published in worldwide release of McGraw Hill's Higher Education business and marketing textbooks**

An ad designed by A Figure of Speech, Inc. was published as an effective ad example in two McGraw Hill college textbooks.

Community Outreach / Volunteer Activities

A Moment That Lives On: 2007 - Present

Founder / Creator of www.AMomentThatLivesOn.com, a Web site that encourages people to be proactive about end of life planning in addition to helping people cope with the loss of a pet. Visitors benefit from helpful information on sensitive topics and free personal resources (that I developed) and paid legal resources (through a strategic partnership I developed with LegalZoom.com).

Aurora Public Schools, Deaf Education Program: 2003 - Present

Ongoing volunteer with deaf and hard-of-hearing students at elementary schools in Aurora, Colorado. My volunteer efforts include participating in classroom show and tell, helping with educational programs, and organizing charitable giving and fundraising events.

Denver Shares: 2001 - 2002

Co-Founder / Director of Marketing (100% volunteer) for a local non-profit organization created to aid local charities after the 9/11 tragedy. My responsibilities included launching the organization, enabling the vision, and leading the grass-roots effort. I was also responsible for all internal / external communications, marketing strategy, tactical deliverables, and event promotion for a wine tasting event that had over 800 attendees and raised money for five Colorado charities.

Education

Colorado State University | B.A. Technical Journalism, Emphasis in Public Relations, Minor in Sociology | December, 1992

University of Colorado at Denver | M.B.A., Marketing Concentration | December, 1999