

## Global Brand Strategist & Content Marketer

Delivering insights and campaigns focused on growth and customer experience

Senior business advisor and creative leader with over a decade of leveraging consumer knowledge to drive brand elevation and strategy across segments. Skilled in B2B2C tactics, data analytics and synthesis, ethnography and consumer insights, empathetic understanding, team motivation, collateral development, sales enablement, event marketing, and experience strategy.

Known for fostering strong relationships with clients, agencies and vendors, senior leadership, and cross-functional teams. With a high EQ and ability to learn quickly, I use research and insights as a strategic foundation to promote acquisition and creative expression.

A kind human who is collaborative and easy to work with. I enjoy travel, astronomy, and Hallmark Christmas movies.

Areas of expertise include:

- **Brand Strategy & Positioning**
- **Trend & Opportunity Analysis**
- **Content Strategy & Communications**
- **Brand Narrative & Advertising**
- **Sales Enablement**
- **Messaging & Differentiation**
- **Integrated Campaign Strategy**
- **Market Research & Data Insights**
- **Creative Thinking & Copywriting**

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## Professional Experience

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**Director, Brand Strategy | Consultant, Marketing & Experience Strategy**, RSM US LLP, Harrisburg, PA 2020 – 2023

Responsible for translating business requirements and complex data into brand and marketing strategies. Created personas and journeys, leveraging Qualtrics, Tableau, PowerBI, and syndicated data. Developed omni-channel go-to-market strategies and related KPIs. Lead research and market planning for major retail brand expansions. Managed full funnel content strategies and partnered with cross-functional teams to confirm behavioral segmentation, customer messaging, communications, tone of voice, and emotional connection. Applied storytelling tactics to enhance creative briefs, client pitches, digital, print, and television ads, thought leadership, media and PR strategies, CSR and ESG reporting, and launch execution. Notable accomplishments include:

- Creating marketing strategy resulting in a 44% increase in customer visits and more than \$800,000 net new revenue
- Developing recruitment marketing campaign that increased engagement by 20% in 3 months
- Assisting startups in securing \$40M in seed funding via branding, messaging, and marketing strategies
- Growing channel sales by 35% using human-centered frameworks
- Developing growth scenarios and marketing plans resulting in net new \$1.2M product sales
- Designing and delivering national webcasts earning a 16% conversion rate

**Director, Brand Strategy and Marketing**, Info – Matrix Corporation, Harrisburg, PA 2018– 2020

Served as Chief of Staff to the President, former CIO of Pennsylvania. Responsible for driving brand mission alignment across the organization. Headed the revision of national brand strategy to include standards, creative, and product and service marketing. Developed omnichannel go-to-market strategy for data analytics practice including public television appearances, photo shoots, webinars, national publication spotlights, OOH and print ads, communications plans and editorial calendars, and presentation and sponsorship events.

- Achieved 48% company growth through practice alignment and marketing strategy
  - Recognized as one of the fastest growing companies by the Pennsylvania Business Journal, 2019
- Partnered with sales team to create product marketing strategy and sales resources to increase customer portfolio by 25%
- Utilized analytics and consumer insights to increase digital engagement by 78%
- Leveraged newly implemented performance indicators to achieve 100% campaign success

**Regional Strategy Manager**, Computer Aid Incorporated, Harrisburg, PA

2015– 2018

Lead regional go-to-market for \$1B professional services firm. Developed sales and marketing strategy along with customer satisfaction initiatives for \$12M portfolio of accounts. Responsible for communications, P & L, and project planning. Hired, onboarded, trained, and supervised team of highly skilled client advisors, providing best-in-class customer experience. Applied market trends to advise global board of directors. Recommended user experience improvements for large financial services organizations and regulatory bodies.

- Developed experience strategies that resulted in 8% portfolio growth YoY
- Increased digital engagement by 40% by integrating brand and eCommerce experience
- Delivered implementation strategy to improve UX and digital traffic by 13%

**Senior Consultant**, Deloitte, Washington, DC

2012 – 2015

Evaluated physical and visual design by leveraging service design thinking frameworks. Applied market trends to consult with clients on customer journeys and governance. Reviewed and approved process maps and service blueprints. Developed and executed on research plans and insights for experience initiatives. Confirmed brand governance and timely communications for customer alignment.

- Prioritized services by location, contributing to 27% increase in customer conversion

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## Industry Experience

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### Financial Services & Insurance

- The World Bank
- Freddie Mac
- American Express
- Navy Federal Credit Union
- People's Bank
- Members 1<sup>st</sup> Credit Union

### Education & Nonprofit

- Junior Achievement
- Carnegie Learning
- The ACT
- Central Penn College
- Kutztown University
- DaVinci Learning
- WITF / PBS

### Health Care

- Penn State Health
- Innova Health Systems
- Symmio / FMS
- Capital Blue Cross
- Highmark Blue Shield
- McKesson / TxO

### Public Sector

- Atlanta Hartsfield Airport
- The PA Turnpike
- Fish & Boat Commission
- PA Game Commission
- Health & Human Services
- Children & Youth Services
- DA River Port Authority

### Consumer Goods & Products

- The Hershey Company
- Winestore
- Weinerschnitzel
- Sheetz
- Ahold Delhaize
- Four Seasons Produce
- Foot Locker
- John Paul Mitchell Systems
- Lil Drug Store Products
- Nature's Way Products
- Ergotron
- Glatfelter Paper
- Sterman Masser, Inc.

### Hospitality & Gaming

- Marriot International
- IHG
- Penn National Gaming
- chess.com

### Miscellaneous

- Speedway Motorsports
- DHL
- FedEx
- TE Tyco Connectivity

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## Education

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**MS, Finance and Accounting**

**MA, Education – Curriculum Development**

**BA, Business Administration | History** (Double Major)

*The University of North Carolina at Wilmington*

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## Associations & Presentations

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Qualtrics Certified, Platform Essentials, 2023 (In Process)

Certified Research Professional (CRP), IIPMR, 2023 (In process)

Content Contributor and Presenter, RSM US – “The Impact of Brand Experience and Revenue Sustainability”

Award Recipient, Harrisburg's Forty Under 40, 2019

Project Management Professional (PMP), PMI, 2013 - 2019

Leadership Harrisburg Area, Executive Leadership Series, Class of 2017

Presenter, Pennsylvania Government Annual Convention – “The Citizen Experience & Agency

Transformation” Keynote Speaker, Harrisburg University – “Design Thinking & Organizational Innovation”