

Employment Experience

Summary of Qualifications: Design, develop, and coordinate all facets of internal/external marketing and communication projects. Design, develop, and manage Intranet, Internet, Extranet sites according to organizational standards that include marketing and communications facets of internal and external communications.

Professional Experience

2004-Present: Decentrix, Inc., Denver, Colorado, Web Development/Marketing

- Translate business and customer objectives into effective web sites by designing, testing, and maintaining client content in a collaborative, team-oriented environment.
- Manage and enhance websites using collaborative techniques and other feedback tools to improve site effectiveness.
- Maintain search engine positioning through web site optimization techniques and protocol.
- Design Corporate Logos and ad hoc branding materials.

1981: Encoda Systems, Inc., Denver, Colorado: Senior Marketing Coordinator

- Experienced in planning, designing, and producing collateral materials, direct mail campaigns, web media, advertising programs, and corporate standards guide.
- Provide leadership in the development of corporate identity yielding a consistent image increasing market recognition.
- Coordinated various committees responsible for developing improved standards/procedures of operational and training processes (i.e., internal/external communications)
- Managed and supervised the planning, development, and execution of PR activities with 3rd party public relations firm which improves market awareness.
- Procured high-end print materials through outside vendor negotiation, production, and distribution.
- Reported to corporate executives with responsibility for developing multi-media presentations for client, prospect, employee, and investor meetings.
- Supervised telemarketing programs and database maintenance of client/prospect information for communication projects and research data.
- Successfully launched Internet and Extranet websites by creating the designs, researching site requirements, implementing applications, and maintaining content for various market segments, products, on-line service, e-commerce, and develop processes for content maintenance.
- Manage search engine positioning through web site optimization techniques and protocol. Gather usage and statistical data for trending.

- Performed qualitative and quantitative market research to evaluate products, market potential, trends, competition, and customer satisfaction providing management with decision-making tools.
- Developed advertising campaigns involving direct mail, web-based marketing, and print advertising with sales/leads analysis reporting to determine program success.
- Participated in planning, design, and coordination of trade show activities including booth materials, signage, speakers, PR activities, and presentations.
- Assisted in launching accounting software package to medical market through product development, marketing/advertising and trade shows.

Education

- Master of Education, University of Memphis, 1978 - Emphasis Kinesiology/Exercise Physiology. GPA: 4.00
- Post Graduate Study, University of Memphis, 1975-1977
- Pre-Med Curriculum. GPA: 3.46
- Bachelor of Science in Education, University of Memphis, 1974

Problem Solving Skills

Considerable independent thinking, judgment, and autonomous in work environment. Excellent communication skills for collaborative team-environment projects. Creativity in the development of print and web marketing projects, as well as analytical skills for statistical interpretations of web data. Critical thinking skills are used in solving complex problems and managing complex projects.

Technical Skills

- PC and Mac
- Web Development tools (DreamweaverMX, Flash MX, Fireworks, FrontPage, HTML, Javascript, Actionscript, Adobe Premiere)
- 35 MM and Digital Camera Equipment
- Analog and Digital Video Equipment
- Database/Spreadsheet Software (Access, Excel, Lotus, SQL)
- Desktop Publishing tools (Adobe In-Design, Acrobat, Powerpoint)
- Graphics Software (Adobe Photoshop, Illustrator, Picture Publisher)

References Available Upon Request