

Successful Business Executive, Sales Consultant, Marketing Director with more 30 years in corporate America with 20 years of experience specific to fast-paced web technology for small business to major top Fortune 100 corporations.

SHORT LIST SKILL SUMMARY

SALES	MARKETING	OTHER KEY SKILLS
Retail Sales – Offline & Online	Web Marketing Strategy	Microsoft Office Suite (since 1992)
B2B Solution Selling	Inbound Marketing Platforms	Strong Written/Verbal Communication
Web/Technology Sales	SEO, Marketing Assets, Blog Content	Web, Graphics, Video, Audio Software
CRM Platforms	Video, Email, Social Media, YouTube	Management, Accounting & Analytics

Experience

Director of Web Marketing Strategy & Sales Support
Woodland Fluid Power Inc
05/2016-7/2017

- **Developed, organized and implemented state-of-the-art web/digital marketing strategy** including hiring and leading virtual team members for B2C and B2B websites incorporating inbound marketing and sales approach.
- **Brought both old B2C website and new B2B website to the top of the list of industry competitors on the web** providing healthy targeted traffic for consistently growing B2C sales and key B2B leads in less than a year. Led to strategic partnership with key international vendor.
- **Implemented team for HubSpot Inbound Marketing and CRM** platform and other digital marketing strategies for new B2B website including Blog content, marketing assets, Landing pages, SEO strategy, social media marketing, email marketing, video production, YouTube marketing, Google PPC Adwords, Google shopping, keyword tracking, strategic website analytics, and competitor analysis.

Online Marketing Director & Sales Support
Advanced EMC Technologies Inc
08/2014-4/2016

- **Spearheaded online marketing and sales strategy** and successfully moved this organization from the **bottom to the top in its industry in less than six months.**
- **Provided B2C and B2B strategic branding, positioning and sales for highly technical polymer components** organization servicing industries which included *Oil & Gas, Industrial, Fluid Handling, Medical Devices, Wind Energy, Aerospace and Wind Energy* sectors.
- **Implemented and developed team** for inbound marketing and sales strategy using HubSpot Inbound Marketing and CRM platform. Included key social media marketing, Marketing Assets, Blog content, Email marketing, and PPC.
- **Established healthy symbiotic relationship between marketing and sales** implementing measurable and successful results for both teams resulting in highly targeted qualified leads and successful key sales.

Director of Marketing
Good News Broadcasting & Multimedia
01/2006-08/2014

- **Developed, produced and delivered Blog content, YouTube videos, Podcasting, and Blog Talk Radio** programs resulting in 2 million viewers and many followers within two years.
- **Created, developed, and maintained global web presence.** Designed Mobile App to complement projects and best practices SEO (*Search Engine Optimization*) strategies.

- **Implemented latest social media marketing strategies** including Facebook, Twitter, Google, Pinterest, YouTube, LinkedIn, Hootsuite and other platforms.
- **Authored eBook on Amazon and wrote press releases, BLOGS, Christian content.**
- **Developed small on-line learning and study groups** through key web conferencing tools.

Web Strategy Consultant and Pre-Sales Technical Expert
WebComm, eBiz Digerati, Penta, Inc. (short term contracts)
 02/2000-03/2001

- **Developed Telephony VoIP co-branded website for WebComm which included online marketing strategy** to coincide with off-line marketing for sales collateral, online SEO marketing techniques, PR relations, co-branding, and advertising agency relations.
- **Implemented Full life cycle for B2B, B2C web development projects** with Penta, Inc. Interacted with business clients as Web Strategist, **first** to determine best practice methodology. **Secondly**, to formulate Discovery document that spelled out recommended strategies and timeline. **Thirdly**, to direct the entire project with technical staff. **Lastly**, to contract and interact with Internet marketing specialist for search engine listings and monitoring.
- **Worked with PR firms and Ad agencies** in development of sales collateral, trade show booth development and overall branding of merged corporation.
- **Created first to market strategy of end-to-end managed eBusiness solutions** to address over supply of Data Center space in the marketplace for eBiz Digerati to present to Bell South.

President – Sales and Internet Marketing
DotCom Internet Marketing, Inc.
 02/1995-01/2000

- **Procured clients, organized teams to design numerous Internet/Intranet/Extranet websites** from the first 1996 Texas Renaissance Festival website to Marathon Oil & Gas Intranet (*Small business to major corporate clients*).
- **Led the way in cutting edge technology in web development and Internet marketing strategies.**
- **Guest speaker at University of Houston** for marketing and communications graduate and undergraduate classes to explain the Internet and its future impact in business.

Vice President- Accounting
Tejas Instruments, Inc.
 01/1993-01/1995

- **Spearheaded update to entire antiquated module accounting system to leading edge accounting software.**
- **Served on Board of Directors** for this flow measurement company servicing major oil & gas clients and other sectors in the process industry.
- **Aided in Marketing and ISO 9000 certifications process.**

Education

Loyola University New Orleans, LA
 BBA, Management
 National Honor Society, Dean's List

Loyola University New Orleans, LA
 MBA, Finance/JD program (partial)
 Dean's List

TRAINING AND PROFESSIONAL DEVELOPMENT

- iTunes Developer license, Android Developer license, Amazon App Developer
- Techsmith's Camstasia software testing group, Google Analytics Certified
- YouTube Academy and HubSpot Inbound Marketing Certification
- Texas Insurance Property Adjuster License
- South Carolina/ Louisiana Real Estate License