

PROFESSIONAL SUMMARY:

Marketing Manager with 25+ years of experience leading full-function marketing programs in B2B manufacturing and enterprise services environments. Proven ability to drive brand positioning, develop technical content, manage product launches, and collaborate cross-functionally with sales and product teams. Experienced managing external agencies, vendors, and creative partners end to end. Known for bringing structure and momentum to marketing functions that need a stronger foundation, especially in environments undergoing growth or transformation.

CORE SKILLS:

Marketing Strategy: brand positioning, go-to-market planning, product launches, demand generation, sales enablement, competitive analysis

Technical Content: product data sheets, brochures, installation guides, white papers, case studies, instruction manuals, digital assets

Digital Marketing: SEO/SEM, Google Ads, Microsoft Ads, HubSpot, email campaigns, social media, website content management (WordPress, Framer)

Creative & Production: video production (Premiere Pro and DaVinci Resolve), motion graphics (After Effects), Content Development (Photoshop, Illustrator, and InDesign), 3D rendering (Blender), Adobe Creative Suite

Vendor & Agency Management: print vendors, web development partners, trade show display companies, voiceover talent, creative agencies

Trade Shows & Events: booth design, display production, handout materials, video content, on-site attendance and coordination

Analytics & Reporting: GA4, HubSpot reporting, campaign performance tracking, traffic analysis, ROI measurement

EXPERIENCE:

HAMAR LASER INSTRUMENTS, DANBURY, CT (REMOTE)

MARKETING MANAGER (FULL-TIME MAY 2024–PRESENT | PART-TIME MAY 2021–MAY 2024)

- Sole marketing professional at a precision laser manufacturing company; owning all marketing strategy and execution including brand, product content, web, digital advertising, trade shows, and video production.
- Develop and maintain technical marketing content including product data sheets, brochures, application guides, and landing pages for a catalog of precision laser alignment systems.
- Plan and execute trade show participation including booth design, display production, handout materials, and on-site video content; promote events through social media campaigns and blog content highlighting booth presence and speaker presentations.
- Manage external vendors and creative partners including web development agency, print vendors, trade show display company, and voiceover talent.
- Manage and optimize Google and Microsoft Ads accounts across US, Canadian, and international markets; restructured ad group organization and refreshed ad copy to improve relevance and CTR; maintain ongoing campaign performance and reporting for leadership.
- Administer HubSpot CRM and oversee SEO strategy and social media; analyze GA4 traffic data and report on channel performance and lead source attribution.
- Produce product and brand video content including motion graphics, animated explainers, and demo videos; manage all production end to end from script through delivery.
- Developed X-Series product line web experience including an interactive configurator and comparison landing pages to support sales and lead generation.
- Supported demo video production that contributed to securing a multi-million dollar Air Force contract (84 units).

ENCOMPASS INTERNATIONAL, INC., PEORIA, IL (REMOTE)

FREELANCE SENIOR CREATIVE DESIGNER (DEC 2010–PRESENT)

- Provide ongoing creative and marketing support for an outdoor products company spanning hunting, camping, and lifestyle categories distributed through US sporting goods retailers and major online channels.
- Develop technical product content including instruction manuals, assembly guides, packaging, catalogs, and product data sheets for a growing SKU catalog.
- Design and maintain product websites, e-commerce pages, and sales collateral supporting retailer partnerships.
- Collaborate with company ownership on brand positioning, product line expansion strategy, and go-to-market planning for new categories.

HGS USA, LISLE, IL (HYBRID + REMOTE)

MULTIMEDIA DIRECTOR (NOV 2021–MAR 2024)

- Directed and produced the company rebrand video that anchored HGS's brand story page for several years; a 90-second brand piece that earned 2,000+ views and sustained above 50% viewer retention.
- Produced 150+ marketing and sales enablement videos across brand, recruiting, and product campaigns for a global BPO and customer experience company.
- Delivered a 3-day turnaround product demo video for a major Fortune 50 retail client that directly enabled a technical IT evaluation to proceed, a key milestone in the sales process.
- Led creative execution across internal designers, agencies, and contractors; standardized production workflow and delivery timelines.

SENIOR CREATIVE BRAND MANAGER (JUN 2016–NOV 2021)

- Directed and produced Virtual Site Visit content credited with \$10M+ in new sales within 6 months, a sales enablement initiative targeting enterprise and Fortune 100 prospects.
- Built presentation systems, proposal templates, and visual collateral supporting enterprise pursuits; partnered with sales and leadership to translate complex service offerings into clear visual narratives.

CREATIVE DESIGN MANAGER (APR 2013–JUN 2016)

- Owned day-to-day marketing production across print, digital, presentations, internal communications, and event collateral.
- Created scalable brand templates and guidelines to improve consistency and reduce rework across a large distributed organization.

GRAPHIC DESIGNER (JAN 2011–APR 2013)

- Designed print and presentation materials supporting sales, marketing, HR, and client services teams.

AWARDS:

HGS Outstanding Performance Award 2019

EDUCATION:

B.S. GRAPHIC DESIGN, BRADLEY UNIVERSITY