

SUMMARY OF QUALIFICATIONS

- **MARKETING:** 30 years of experience developing and implementing innovative B2B and B2C marketing, communication and business development strategies using a diverse array of technologies, skills and tools.
- **WEBSITE DEVELOPMENT:** 25 years of experience not only designing, but also programming, writing content for, optimizing and maintaining responsive websites based on cutting-edge marketing strategies.
- **NON-PROFIT DEVELOPMENT:** 12 years conceptualizing, developing, executing and fine-tuning all aspects of non-profit management, including successfully boosting net income and membership. 4 ½ years grantwriting experience.
- **PROJECT MANAGEMENT:** Over 21 years of experience managing projects, juggling multiple tasks and priorities, often in a fast-moving, startup-like environment.

WORK EXPERIENCE

OWNER

Small Business Marketing, Ephraim, UT

June, 2004 – Present

Provide comprehensive marketing services to small businesses which can't afford an agency or their own marketing director. Using the best current marketing best practices, position companies to capture and own a competitive edge over competitors.

- Conduct [1] in-depth client marketing audit, [2] SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, [3] customer segmentation, retention and reactivation evaluation and [4] research best marketing practices within client's industry
- Integrate conclusions into an overall marketing plan to leapfrog competition.
- Plan, direct and coordinate marketing budgets per organizational goals.
- Conceptualize, develop and execute multimedia strategy and marketing plan, based on above points and composed of:
 - *Inbound marketing* (manage responsive websites, blogs, search engine optimization, analytics, social media engagement, white papers, podcasts, e-mail marketing, webinars, customer feedback systems and seminars/workshops).
 - *Outbound marketing* (Pay per click, print, radio and TV advertising, newsletters, press releases, brochures, direct mail, trade shows).
 - Design graphic/video elements, and develop content, to accurately convey value propositions via above inbound and outbound marketing methods to potential, current and past customers, media, partners and investors.
- Establish, monitor and report Key Performance Indicators (KPIs) to ensure sustained forward momentum in achieving marketing goals.

RESULTS

- **Exceeded nationwide sales projections by over 400%** for a new consumer product in its first year on the market.
- **Surpassed sales expectations by two years** for another new consumer product. Manufacturers had expected to sell the product locally in its second year on the market; instead, it is being sold in nine regional and nationwide retail stores.
- **Consistent sales for one client continues unabated over five years**, despite other (and much larger) competitors closing down.
- **Achieved market dominance in less than six months** for one of the state's largest insurance brokerages using a wide array of cutting-edge digital marketing strategies.
- **30 years experience successfully managing – and winning – local political campaigns, including::**
 - Idaho Attorney General
 - Boise Mayor (2x)
 - Meridian Mayor (3x)
 - Ada County Commissioner (2x)
 - Ada County Assessor (2x)
 - Idaho State Senators (several)
 - Idaho State Representatives (several)
 - Meridian City Councilman (2x)

MARKETING DIRECTOR

Idaho Physical Medicine & Rehabilitation, Meridian ID

October 2012 – May 2014

- Spearheaded market and competitive analysis research, including nationwide "best practices" benchmarking.
- Researched and implemented marketing plan to ensure effective customer attraction, retention and reactivation efforts.
- Developed and executed corporate communication activities and customer communications programs using various means such as video production/editing, advertising campaigns, brochures/pamphlets, direct mail, e-mail marketing, graphics, newsletters, presentations, press releases, social media, white papers and blog/responsive website. Act as primary copywriter/editor and graphic artist for communications.
- Managed, developed, and administered customer research and satisfaction surveys.
- Evaluated and reported on Key Performance Indicators (KPIs) and marketing strengths, weaknesses, opportunities and threats.

RESULTS

- **Achieved a 185% ROI – and increased new referred patient count by 70% – in just the first year.**
- Designed and developed first-ever marketing plan and demand generation campaigns.
- Corporate Culture Committee helped reduce employee attrition by an estimated 15%.
- Expanded B2B and B2C medical education materials by 500% (better patient education leads to improved treatment effectiveness).

MARKETING MANAGER

Integrative Health Consultants (a subsidiary of Employers Resource), Boise ID

July 2006 – June 2012

Coordinated operations which researched the best integrative/functional medical treatments in the world, then integrated them into a combined wellness and self-funded benefits program offered to small- and medium-sized companies nationwide.

- **Increased sales by almost 200% in the first two years.**
- **In its first year, elevated IHC's competitive standing to be "on par" with competitors** which had been operating for over a decade, despite the company's relative newcomer status in the industry.
- **Launched three, successful brand-building advertising campaigns.**
- **Expanded services and products offered** without corresponding growth in staff size.

Plus an additional 13 years marketing experience, 12 years event management experience, 9 years project management experience, 3 years grantwriting experience, 3 years TV and 11 years of radio news producer/reporter/anchor experience.

NON-PROFIT EXCELLENCE

- 2018-2019: Member, National Alliance on Mental Illness (NAMI) Marketing and Communication Committee. Results: Have spearheaded efforts and programs increasing the ability for local affiliates to better educate the public re: mental illness stigma.
- 2018-2019: Member, NAMI Idaho Board of Directors. Results: Improved the technological capabilities of a statewide non-profit.
- 2017-2019: President, NAMI Treasure Valley Board of Directors.
 - **Administrative:** Directed the resurrection of the largest local mental health non-profit in Idaho without training by state or national levels. Directed the development of the organization's first policy and procedure manual as well as updated bylaws. Enhanced the efficiency of board collaboration by instituting committees while decreasing the number of board emails.
 - **Fundraising:** Planned, organized and directed fundraising initiatives including project-based, major gift, year-end, annual fund and special events campaigns. Wrote and was awarded several grants. Result: Increased donations from \$4,000 to \$44,689 in one year.
 - **Membership Development:** Tripled the number of board members and increased membership rolls by 30%.
 - **Accounting:** Successfully acquired IRS 501(c)(3) status. Instituted document retention and financial audit systems.
 - **Marketing:** Published the state's most comprehensive mental health resources directory. Upgraded website with the area's most extensive information about free mental health programs. Dramatically improved collaboration with other mental health-related non-profits.
- 2000-2002: Chairman, Ada County Republican Party. Results: Developed of fundraising and voter-targeted databases/strategies which are still being used today. Results: Won almost every legislative and statewide race organization was involved in. Fundraising up 230%.
- 1999-2000: President, Linder Elementary PTO President. Results: Diversified fundraising sources portfolio.
- 1997-2003: Club President, then regional leader, in Toastmasters. Directed several multi-state conferences involving multiple speakers in multiple topic tracks. Results: District was awarded as one of the top in the world. Increased membership by 28%.

SKILLS

Programming	25 years programming (often hand-coding) websites with HTML, CSS and JavaScript.
Desktop Publishing	Advanced-level proficiency in Paint.net and Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat).
Office	Expert (have conducted advanced-level training) in Microsoft Word, Excel, Access, Outlook and PowerPoint.
Budget	Quickbooks for Small Business.
Strategic Planning	<ul style="list-style-type: none">• Chairman, Meridian Mayor's Transition Team/Strategic Planning Committee, Nov. 2003-April 2004.• Chairman, Ada County Strategic Planning Committee, 1997-1999.
Customer Feedback	Published author regarding integrated customer feedback systems which include focus groups, advisory committees, surveys, comment cards, website guestbooks, public speaking engagements and "secret shopper" programs.
Other	Copy writing/editing (30 years of experience) and public speaking (17 years of experience). Recipient, Public Information Program Award (Outstanding Public Relations efforts), International Association of Assessing Officers (IAAO), 1997.

EDUCATION

Post-Collegiate	Courses taken in Strategic Planning, Project Management, Advanced Microsoft Access, Customer Service, PC Maintenance, Graphic Design, Website Programming and Time Management.
Collegiate	Bachelor of Journalism, University of Missouri-Columbia, Dec. 1989.

