

Creative and operationally minded enterprise B2B marketing professional specializing in seamless execution of highly complex and integrated digital marketing campaigns. Seeking to develop and lead a skilled marketing team to rapidly grow revenue.

## Education

**College of Charleston**  
MBA, Marketing

## Certifications

**Marketo** - Certified Expert  
**Salesforce** - Certified Admin  
**Hubspot** - All Certifications  
**Google** - Analytics / Adwords  
**Demandbase** - ABM  
**Drfit** - Conversational Marketing

## Relevant Skills

Marketing Ops, Digital Marketing, Demand Generation, ABM, Web Development / Design, Product / Content Marketing, Press Relations

## Relevant Tools

ZoomInfo, ZI Engage, Ringlead, Marketo, Salesforce, 6Sense, WordPress, Demandbase, Google Analytics / AdWords / Tag Manager

## Direct Reports

**Past + current**

8 - Marketing Ops  
3 - Sales Ops / Enablement  
5 - Digital Marketing  
4 - Design  
5 - Development  
6 - Agency

## Owned Budgets

**Sales / Marketing Tech** – 1M  
**Digital Marketing** – 500k

## Awards

**Stackies** - [2020](#)  
**Nexthink** - 2019 Marketer of the Year

## Experience

**Codecov** **1.5 Years**  
VP of Marketing  
**ARR:** 2M → 4.5M **Direct Reports:** 1 → 4

**Nexthink** **3 Years**  
Sr. Director, Marketing Operations & Technology  
**ARR:** 28M → 100M **Direct Reports:** 3 → 9

**XebiaLabs** **3 Years**  
Director, Marketing Operations  
Senior Digital Marketing Manager  
Digital Marketing Manager  
**ARR:** 7.5M → 30M **Direct Reports:** 2 → 6

**Boingnet** **1 Year**  
Customer Success Manager  
**ARR:** 0M → .5M **Direct Reports:** 0

**TeenLife Media** **1 Year**  
Social Media / Membership Marketing Manager

## Work Samples

### Presentations

[Marketing Technology Stack Lifecycle Model](#)  
[Lead Assignment](#)  
[ABM Implementation](#)  
[Corporate Personas](#)

### Campaigns / Projects

[Code Coverage eBook](#)  
[Code Coverage Calculator](#)  
[Codecov Diagram Generator](#)  
[Periodic Table of IT Ops Tools](#)  
[Nexthink Brand Guide](#)

## Recent Initiatives

Segment Product Telemetry Implementation, Free Trial Orchestration, BQ Data Centralization, Global Account Based Marketing Implementation, Website Redesign, Revenue Reporting, Attribution, Dashboarding / Reporting, Lifecycle Modeling, Lead / Contact Assignment, Nurturing, Lead Scoring