

PROFILE

Adaptable, organized marketing professional who takes initiative and works well under pressure. Expertise includes team development, online & offline marketing planning, e-commerce, event promotion, e-mail marketing, social media, website launches and brand positioning. 20 years of experience in nearly every facet of marketing: hospitality, retail, event planning and sports, with focus on digital marketing. Skilled at creating compelling omnichannel marketing plans, presenting to C-level executives and focusing on results.

PROFESSIONAL EXPERIENCE**DIGITAL HOSPITALITY EXPERIENCE**

Drive revenue, leads, and followers for hotel, restaurants, sales groups, weddings and spa. Develop marketing plan to promote annual events, win awards, highlight recent renovations and reach new markets. Led team of three managers to drive online growth for up to 73 hotels in the Midwest market which included executing SEO, PPC, retailing, content enhancement, email and social media. Directly responsible for onboarding new hotels/restaurants and training new General Managers.

- Created cluster campaign to impact winter need periods for downtown Chicago hotels which resulted in a +12% YOY online revenue increase, and drove over \$1 MM in sales
- Deployed SEO tactics to improve organic contribution from 18% to 24% YOY and revenue 8%
- Drove \$366K in revenue for leisure stays from direct marketing and leveraging brand opportunities
- Created new hotel marketing campaign for Hilton Garden Inn Louisville Downtown which contributed to 107 rev par index in month 3 and winning Hilton's "Developer of the Year" award
- Grew email database 29% YOY and improved open rate from 3-7% to 11-20%
- Started social targeted ads and increased page visits 334% for the Wit hotel and 196% for ROOF
- Implemented social media training roadshow across 7 regions, which led to 88% reaching goals
- Launched loyalty membership program for three restaurants and increased membership 30% YOY
- Started company blog, blog.fhginc.com, with emphasis on video, to enhance reputation

Director of Marketing, THE WIT HOTEL CHICAGO, Chicago, Illinois 2018 – 2020
Director of Marketing, HILTON OAK BROOK HILLS RESORT Oak Brook, Illinois 2017 – 2018
Director of Marketing, PROJECT 7 DESIGN, Chicago, Illinois 2016 – 2017
Director of Marketing, FIRST HOSPITALITY GROUP, INC., Rosemont, Illinois 2014 – 2016
Director of Marketing, HILTON WORLDWIDE HOTELS, Chicago, Illinois 2012 – 2014

RETAIL ECOMMERCE

Created annual marketing plan to develop, test and launch online and direct mail marketing strategies to drive business results for the \$185 million repair parts business. Marketing strategies included seasonal campaigns, direct mail, email, paid search strategy, re-marketing/behavioral targeting programs, online banner advertising, social media and call center & retail store integration initiatives.

- Aggressive e-commerce sales plan which led to 19% YOY web growth and 5% overall growth
- Launched Parts+Repair spring campaign and drove \$82 million in revenue, of which \$9 million was incremental. Channels included: stores, call centers, repair techs, TV, radio, web, mail & email
- Rolled out subscription functionality and increased water filter sales 20% YOY
- Launched new functionality to improve website conversion rate 50 bps
- Re-structured paid search account to increase keyword ROI from \$6 to \$10 and revenue by 27%
- Pioneered promo email process by establishing goals, a metrics dashboard and a testing strategy

Online Marketing and Merchandising Manager, SEARS HOLDINGS, Hoffman Estates, Illinois 2007 – 2012
Promotion Planner, CHAMBERLAIN GROUP, Elmhurst, Illinois 2006 – 2007

EVENT PLANNING

Develop marketing plan to promote 10-27 annual signature public events in the hospitality industry focused on style and sensual immersion. Events include: Holiday brunches, New Year's Eve, Halloween, Lollapalooza weekend, Father's Day, Mother's Day, Easter, Breakfast with Santa, Fireworks Festival, and sports events. Registered and organized logistics for 21 national trade shows and organized two annual conferences in the book publishing industry. Skills include event planning and event promotion.

- Crafted compelling marketing stories about the event experience using descriptive copy, captivating visuals, and a video or animated GIFs to increase conversion rates
- Increased event sales YOY from 30-67% YOY, with NYE ticket sales up 143%
- Launched inaugural Casino Royale event, Superbowl Party and Madonna Tribute Party
- Reduced overall trade show costs by 25% by proactively organizing product and promotional materials orders, eliminating costly overnight material shipments
- Initiated the "Everything You Need to Know" tracking sheet to share trade show details with team
- Achieved Certificate of Achievement from Meeting Professionals International's 2004 Institute

Director of Marketing, THEWIT HOTEL CHICAGO, Chicago, Illinois 2018 – 2020

Director of Marketing, HILTON OAK BROOK HILLS RESORT Oak Brook, Illinois 2017 – 2018

Marketing Event Planner, HEINEMANN-RAINTREE BOOK PUBLISHER, Chicago, Illinois 2003 – 2006

SPORTS MARKETING

Implemented strategic marketing programs to capture new business opportunities. Created unique home game promotions with local radio stations and advertising sponsors. Handled public relations, marketing, event planning and fundraising for a brand-new state-of-the-art stadium.

- Raised \$100K+ from BMW mini raffle, sold out golf tournament and engraved brick campaign
- Developed first annual Menace Kids Club to enhance family-orientated reputation at home games and increase profits. Secured sponsorship with 7up and TGalaxy
- Helped sales department by facilitating corporate sponsorship from local vendor and restaurant
- Tripled merchandise sales goal at "Just For Girls" youth soccer tournament
- Teamed with The Chicago Fire in the organization of an International Exhibition Soccer Tour in numerous states featuring Italy's Juventus Primavera and Mexico's Morelia Monarca's U19 Team

Marketing Manager, DES MOINES MENACE SOCCER, Des Moines, Iowa 2002 – 2003

Marketing Coordinator, DES MOINES BUCCANEERS RESORT Des Moines, Iowa 2001 – 2002

EDUCATION

Drake University, Des Moines, Iowa

Bachelor of Science in Business Administration, Marketing Graduated Cum Laude

Sydney University, New South Wales, Australia

SKILLS AND EXPERTISE

eCommerce	Email Marketing	Strategic Direction
Marketing Planning	Blog Development	Budget Planning
Paid Search	Lead Generation	Team Member Training
Search Engine Optimization	Digital Ads	Enhance Team Culture
Social Media	Creative Direction	Influence Winning Awards
Social Targeted Ads	Copywriting	Public Relations
Website Launches	Photo & Video Direction	Direct Mail
Brand Positioning	Event Planning & Promotion	Retail Store Integration

COMPUTER KNOWLEDGE

<i>Website:</i>	CMS, Digital Asset Management, Omniture, Google Analytics
<i>Email Execution:</i>	Responsys, Cheetahmail, Constant Contact, MailChimp
<i>Search Engine:</i>	Google Adwords/Keyword Planner, SEM Rush, BrightEdge
<i>Creative and Social:</i>	Adobe Photoshop, Illustrator, InDesign, Canva, Sprout Social
<i>Video Design:</i>	Adobe Premiere Pro, still learning After Effects