

## MARKETING COMMUNICATIONS STRATEGY

**C-Level Decision Making / Strategic Planning / Branding / Marketing Campaigns / Digital Advertising / Multimedia / Web Development / Social Media / Surveys / Creative Concepts / Employee Development**

High performance and creative marketing professional with proven global experience in education, government and Fortune 500 companies. Visionary in developing powerful brand, marketing and sales solutions to capture market share. Results driven leader that values customer and client feedback to build win-win business outcomes. Ability to build inclusive teams that do more with available resources than other teams.

Exceptionally adept at designing, implementing and managing support solutions to rollout successful campaigns. Ensures protection of existing client base while developing products for new customers at low cost and high value. Rapidly promoted to higher levels of responsibility. My executive strengths include:

- **Identifying and capturing market share**
- **Developing robust channels worth millions**
- **Analyzing market conditions to find leads where others have failed**
- **Managing media outreach for government relations**
- **Driving complex, B2B and B2C sales and marketing programs to grow revenue**
- **Communicating to all levels of clients and employees clearly and efficiently**

**MBA**, Hawaii Pacific University. **BS**, Communications, Syracuse University, S.I. Newhouse School of Communications.

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## CAREER HISTORY & SELECTED ACCOMPLISHMENTS

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### Chief Marketing Officer

Sam Houston State University  
2022 to Present

Serving as the University's Chief Marketing Officer and Communication Officer, supporting the President and University on matters of strategy, tactical and operational communications.

Responsible for driving the planning and implementation of a comprehensive strategic marketing and communications plan that will enhance the University's position within its market and beyond.

Serving as leader, adviser, and enabler for enhanced marketing and communications initiatives. Providing central leadership for the University's website and ongoing support to build relationships among marketing, academic, administrative and technology departments.

I provide strategic support to integrate marketing efforts, unify messaging, and advance the University's image and serve as leader, adviser, and enabler for enhanced marketing and communications initiatives based on research and other data. I develop the marketing investment and budget and establishes measurement standards for all marketing and communication activities including financial goals; measures and reports return on investment. Responsible for development of a robust digital strategy that deepens the University's engagement with priority audiences. I evaluate and advances existing digital and web initiatives and provides central leadership for the University's website and ongoing support to build relationships among marketing, academic, administrative and technology departments.

## Associate Vice President of Marketing & Communications

Minnesota State University

2021 to 2022

Responsible for establishing the strategic direction of the University brand and development of comprehensive innovative solutions to enhance student recruitment and fundraising outcomes. Lead the development of the University communication strategy for executive leadership and oversee strategic external communications. Management of more than 30 staff members including media relations, social and digital media, creative services, video production, website design and development, campus radio, and print services.

- **Leading University through rebranding.** Developed plan and led comprehensive brand audit, market research and message positioning, logo development, brand executions and extensions, brand guidelines, marketing implementation plan and graphic identity elements.
- **Leading University through website redesign.** Developed plan and led comprehensive website audit including, intake sessions, competitor analysis, content audit, visual interface analysis, user experience survey, user experience focus groups, analytics and SEO audit and CMS technical review.

## Senior Director of Digital Communications

University of the Pacific

2019 to 2021

Responsible for developing, managing and executing effective digital communications strategies. As the most senior leader for all digital channels and touchpoints for Pacific's three campuses (Stockton, Sacramento and San Francisco), I provided leadership, vision and strategy for public relations, websites, communications, and digital experiences to ensure alignment with and support of the university's mission, vision, values, brand, reputation and strategic goals. I brought a deep understanding of emerging digital technologies and best practices; web design, development and management; analytics; email marketing; content strategy; search engine optimization and search engine marketing; as well as a working knowledge of contemporary content management systems, project management, web analytics and social media strategy.

- **Established digital team.** Developed and initiated plan to move the University from traditional to digital communication tactics, including team organizational structure, outreach and buy-in from university community, and comprehensive alignment building between marketing, information technologies, and enrollment.
- **Implemented new brand and website.** Developed plan and led work to identify the University brand identity, implemented a new website governance structure, managed the design and development of the user experience and brand-focused content for the new university website. Brought all three campuses together under one brand identity and content management system.

## Director of Marketing Communications

Hawaii Pacific University

2015 to 2019

Responsible for university brand and marketing communications. Oversight of enrollment, donor relations, and athletic marketing communications. Led the university's brand initiative and launch by utilizing market research, communications audit, positioning tactics, creative development, media plan and, internal socialization. Increased enrollment by 12%. Redesigned the school's website and reduced content by 60%. Supervised 5 staff with \$1.2 million budget.

- **Rebranded the university.** Led a comprehensive brand initiative. Delivered findings in a final brand report and implemented creative replacement concept testing, guidelines, and brand workshops for the organization. Formally launched the new brand and published brand guidelines and style guide.

- **Increased local student enrollment over 50%.** Asked to help the admissions team increase enrollment. Set consistent messaging to potential students and provided integrated touchpoints across all media channels, including emails, brochures, social media, digital advertising, recruiter presentation and letters.
- **Received the Gold Circle of Excellence Award.** Winner of CASE (Council for Advancement and Support of Education) award for marketing improvement for branding, marketing and communications work supporting the turnaround in enrollment deposits of 64% from previous year.

## **Joint-Base Marketing Communications Director**

U.S. Navy, U.S. Air Force, Department of Defense  
2010 to 2015

Managed marketing communications for Commander, Joint-Base Pearl Harbor Hickam. Directed regional communications for Navy and Air Force Command. Guided media relations for large events and command ceremonies. Provided thought leadership to combine two distinct military cultures. Served as regional spokesperson for media, base visitors, family members and veteran affairs. Managed large team of writers, designers, digital media specialists and event support managers. Responsible for media relations, websites, marketing, newsletters, monthly publication and social media. Supervised 22 staff with 3.2 million budget.

- **Led plan for Wings Over the Pacific Airshow.** Served Joint-Base Command as marketing and media chief for the first-ever Navy-Air Force Blue Angels Airshow. Coordinated marketing and media management for event with 100,000 attendance, including Navy and Air Force families, state and city government and foreign dignitaries.
- **Successfully combined two departments.** Led the merger of the Navy and Air Force marketing and communications departments into one top-functioning team. Developed the implementation plan to support all operating procedures.
- **Received Citation from Navy Command.** Awarded citation from Navy Command for leading development of worldwide Navy website.

## **Regional Marketing Communications Director**

U.S. Navy, Department of Defense  
2001 to 2010

Managed marketing communications for Commander, Navy Region Hawaii. Managed digital media including websites, email marketing, electronic newsletters, digital signage and social media. Published monthly magazine. Produced program brochures, newspaper articles, television ads and website content. Managed regional staff of publicists, graphic designers, social media specialists and programmers. Managed agreements and served as media spokesman. Supervised 14 staff with 1.2M million budget.

- **Developed CMS for 17 Navy websites world-wide.** Selected to design, implement and manage web development for global Navy Installations public relations websites. Developed project scope and needs assessment. Completed project that was consistent in design and architecture. Launched 17 installation websites in 19 months. Configuration is still used today. Received commendation from Navy Installations Commander.
- **Successfully centralized the marketing & communication departments.** Led the centralization of all marketing and communication resources from installation-based to region-based. Developed holistic marketing communications plan, identified gaps, and successfully developed a strategically focused and service-driven team.
- **Transformed marketing from print to digital.** Developed and implemented plan to move region from print-based marketing to digital media. New development included central website, email marketing, e-newsletters, digital signage, YouTube channel, and social media. Achieved buy-in from command and community. Demonstrated advantages through cost savings and analytic data analysis.
- **Received the Behind the Scenes Armed-Forces Award.** Winner of the national award for best practice in marketing management.

## Owner-Chief Executive

Frontier Interactive, Inc.

1991 to 2001

Managed all aspects of company. Led team of five full-time employees and various contractors in developing interactive sales and training tools for fortune 500 companies, including Wyeth, McNeil, Johnson & Johnson, Pfizer, Emerson Electric, ABB and McKinsey & Company. Created original video, interactive programming and website simulations to share client product benefits for both consumer and business to business markets. Managed creative, technical team sales team. Supervised 5 staff with 300K budget.

- **Developed product simulation software.** Developed interactive web-based product configuration tool to support customers. Tool identified options for customer environmental, product, and quantity needs. Built-in drag-and-drop feature provided product component solutions. This delivered an easy-to-understand interactive solution that configured products quickly.
- **Developed customer relationship management solution (CRM).** Planned, developed and implemented the Emerson Electric sales to engineer CRM sales tool. Developed sales tool with call reporting and schematic diagram sharing program that supported sales representatives and engineers to communicate and track sales.
- **Received the 1998 Axiem Award for Technology in Marketing,** and the **2000 Emerson Electric award for Excellence in Marketing.** For interactive product simulation for Emerson Electric's automatic transfer switch system.
- **Received the 1997 Telly Award for Documentary.** Received award for the PBS-NY documentary "*Sending Out the Light*", *the Story of America's Lighthouses*.

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## EDUCATION

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**Master of Business Administration - 2011**

Hawaii Pacific University, Honolulu, HI.

College of Business Administration

**Bachelor of Science in Communications - 1986**

Syracuse University, Syracuse, NY.

S.I. Newhouse School of Public Communication

**Awards: 2020 CASE Bronze,** Enrollment Microsite. **2019 CASE Gold,** Marketing Improvement, **2014 U.S. Navy Command Award,** Blue Angles Airshow, **2013 Academic Award,** Outstanding Adjunct Professor. **2008 U.S. Navy Command Award,** Leadership on Public Relations Website Development. **2005 Armed Forces Recreation Society Award,** Best Practice in Marketing Management. **1997 Telly Award,** Writer/Producer PBS "*Sending Out the Light, the History of America's Lighthouses*".