

Experienced Digital Strategy Executive providing strategic direction and tactical implementation of digital marketing and brand strategies that drive growth and brand recognition for Fortune 1000 companies in industries as diverse as real estate, banking, oil & gas, public sector, health, education, technology, restaurant, travel, non-profit, retail, and entertainment. Provide executive leadership that connects the dots between business, brand, and marketing goals and the channels, tactics and technologies to provide actionable results.

Professional Experience

Founder

GlobalWrites, LLC

12/1/2014 - 12/2015

Creative Copy Director and founder of a collaborative collection of writers with a talent and passion for sifting through vast quantities of information from a variety of direct and indirect sources, giving client's a voice through compelling stories across the digital landscape in order to bring the brand into sharper focus.

Writer/Editor

Freelance

12/1/2014 - 12/2015

With over ten years experience in the Web industry, provided freelance marketing and syndicated editorial writing /editing for Web sites, interactive and new media; banner ad copy; press releases, marketing collateral including brochures, e-mails and newsletters. Through strategic partnerships with graphic design firms, Web development companies and interactive agencies, developed compelling, result-driven messaging for organizations as diverse as The Scooter Store, Lemonade Day (non-profit), American Institute of Gastric Banding, Hewlett Packard, Sony, and Microsoft. Direct work for organizations such as Consultative Group to Assist the Poor (World Bank technology resource center), European Union / African Caribbean States (World Bank grant-making NGO), WCities.com (syndicated food / travel copy), Go! (AirTran Airways in-flight magazine), H-E-B (Texas-based grocery chain) and more.

Project Manager

Idea Integration

12/1/2014 - 12/2015

One of Advertising Weeks' 2006 Top 50 Interactive Agencies. Recruited to support the strategic growth of Idea's (now Astadia) Hewlett-Packard Government & Education (HP Public Sector) E-Business and E-Marketing accounts.

- Worked in tandem with HP's Public Sector Americas E-business and E-Marketing groups to provide timely promotions, graphics /creative work, dynamic template development and light application development.
- Guaranteed all development upheld HP's current branding guidelines.

Vice President E-Commerce

Bank United Corp.

12/1/2014 - 12/2015

The largest Texas-based financial institution (acquired by Washington Mutual) with 1 million accounts, \$19 billion in assets, \$35 billion in mortgage loans, and ranked 3rd largest SBA lender in the US.

Recruited by the CIO as part of a new IT executive team to transform a brick-and mortar into an e-business. Spearheaded the integration of an e-business infrastructure. Defined technology strategies and solutions, selected vendors and strategic partners. Established budgets and project timelines, built cross-functional teams.

Project Lead, Web Development & New Media Services

Net Explorer, Inc.

12/1/2014 - 12/2015

Privately held Internet start-up (acquired by Agency.com). Through aggressive hiring, mergers and acquisitions, the company grew from 10 employees in Q3 1996 to over 300 employees with seven offices nationally by the end of Q2 1999.

Advanced through a series of increasingly responsible and simultaneous management and project management assignments throughout the organization from Sales and Marketing to Web Development & New Media Services. Reported to Vice President of Engineering. Managed crack team of developers. Juggled light weight e-commerce projects and intensive entertainment /new media projects to custom interface and maintenance work.

Accounts Manager

Miller & Co.

12/1/2014 - 12/2015

Increased total sales revenue by 20% in less than six months for this large Houston agency, representing the most sought after talents in commercial illustration and photography.

Education & Professional Associations

Charter Member

Professional Writers Alliance

Student Show Judge

Art Directors Club of Houston

Board Member

Art Directors Club of Houston

Editor

Slant Magazine, Art Directors Club of Houston

Smith College

Bachelor of Arts, English Language & Literature.
Minor in International Relations (German). 1992

References available upon request