



SUMMARY OF QUALIFICATIONS

- Dynamic problem solver who excels in developing effective digital marketing, public relations and brand identity strategy for technology companies from stealth startups to global public enterprises.
- Innovator in holistically integrating traditional and social media for effective audience engagement across all relevant channels to amplify message reach and brand recognition.
- Content creator who achieves maximum impact by marrying deep domain expertise, exceptionally strong writing and compelling visual design.
- Results-oriented leader who, in two years, helped grow a two-person agency with one client to a multi-award-winning agency of fifteen, boasting more than ten clients and upwards of two million dollars in annual revenue.

PROFESSIONAL EXPERIENCE

Bhava Communications

Account Manager

Berkeley, California

2009 – Present

- Lead a diverse team that integrates marketing and public relations strategies and achieves measurable results; manage day-to-day workflow and act as a liaison between agency and client.
- Conceive and execute publicity and integrated marketing campaigns including deliverables such as PR and marketing plans, messaging and positioning plans, social media plans, marketplace audits, share of voice reports, press releases, bylined blog posts, marketing collateral, whitepapers and contributed content, videos, case studies, websites, advertisements, editorial, surveys and more. Content is optimized for viral spread across the web, broadening reach and generating inbound traffic.
- Create, manage and analyze success of social media presences for clients that build credibility and evangelism among communities of influencers: media, bloggers, analysts, customers, etc.
- Act as publicist for accounts, placing clients in major business and IT media outlets such as: *Forbes, Wired Magazine, Bloomberg Businessweek, GigaOM, VentureBeat, Informationweek, Computerworld, Network Computing, CRN, Processor, eWeek, Crunchgear, Slashgear, Macworld, PCWorld, Infostor*, the TechTarget Network and more.

Trainer Communications

Account Coordinator

Pleasanton, California

2009

- Served as main point of client contact on four key public relations and strategic marketing accounts for project deliverables and daily updates.
- Assisted in execution of account projects and deliverables, ensuring the highest quality while adhering to strict budgetary and time constraints.
- Supported clients at industry events: facilitated media relations and coordinated event logistics.

SalesPage Technologies

Business Development Associate

Kalamazoo, Michigan

2008 – 2009

- Conducted lead generation, lead nurturing and inside sales activities for on-premise enterprise-class customer relationship management (CRM) solution provider.
- Delivered guaranteed qualified leads to senior sales executives, resulting in hundreds of thousands of dollars of closed business.
- Implemented integrated marketing and public relations campaigns across multiple mediums: online, print, and telephone.

AWARDS

- 2011 Communicator Award for Business to Business Integrated Campaign: IBM Real-Time Compression Product
- 2011 Platinum Hermes Award for PR Campaign: Overland Storage's Corporate Turnaround
- 2011 Platinum and Gold Awards for Web Video: IBM Real-Time Compression Product
- 2011 Gold Hermes Award for Advertising/Online Banner Ad: IBM Real-Time Compression Product
- 2010 PR News Digital PR Awards: Outstanding Media Relations Campaign for Data Robotics
- 2010 PR News Platinum PR Awards: Re-Branding/Re-Positioning Category for Overland Storage

EDUCATION**Kalamazoo College**

Economics and Business

Kalamazoo, Michigan

2004 – 2008

TECHNICAL EXPERTISE

Software and Coding: Microsoft Office Suite: Word, Excel and PowerPoint; Adobe Creative Suite 5: Photoshop, InDesign, Illustrator, Acrobat; HTML

PR Tools: Cision, IT Database, Vocus, Marketwire, PitchEngine

Social Media Platforms: Facebook, LinkedIn, Google+, YouTube, Twitter, Wikipedia, Quora, Blog: Wordpress, Blogger, Tumblr; Disqus, ShareThis/AddThis and other services

OTHER**Kyoei Exchange**

Business Development Manager

Tokyo, Japan

2007

- Designed and implemented web-based English/Japanese language learning tools and marketed programs to drive student usage and deployment in the education market.

Guy Healy Japan

American Counselor

Nagasaki, Japan

2005

- Worked in conjunction with local Japanese school boards to manage English language camps and provide language tutoring for Japanese students aged 5-18.

References and work samples are available upon request.