

## OVERVIEW

Accomplished Design and Marketing professional with 35+ years experience and proven track record establishing high-value, nationally recognized brands in competitive industries. Experienced team leader skilled at, mentoring, managing, and elevating employees through collaboration and creative problem-solving. Provides creative, results-driven, marketing and design solutions through strategic planning, thorough research, and disciplined implementation. Demonstrated success creating brand awareness with a focus on unique, low-cost, high ROI initiatives.

## EMPLOYMENT HISTORY

**2019– Present | Design and Marketing Consultant | Sprinturf®/ProGreen®**  
*The first fully integrated artificial turf company in North America.*

- Sprinturf retained me as a design and marketing consultant after they eliminated the Marketing Director position.
- I help manage three different brands and provide marketing collateral to help define those brands.

**2017 – 2019 | Director of Marketing | Sprinturf®/ProGreen®**  
*The first fully integrated artificial turf company in North America.*

- Turned an inward-focused company outward by creating consistent, strong external messaging that effectively positioned products to meet under-served market needs.
- Completely rebranded these two companies to reposition them as the only 100% made in America manufacturer.
- Managed all Sprinturf/ProGreen marketing efforts, including design of all brochures, product sheets, manuals, sales sheets, PowerPoints, trade show visuals, websites, in-house forms, and illustrations, as well as drafting press releases and other content.
- Partnered with senior-level executives to achieve a 100% annual increase in field sales.

**2009 – 2017 | Director of Marketing | UBU Sports®/TurfScape®**  
*Fastest growing artificial turf company in North America – Acquired by Act Global in 2017.*

- Was one of the first company hires and took UBU Sports from start-up to second best-selling turf company, in 5 years.
- Positioned UBU Sports as an athletic equipment provider, selling safety and performance as opposed to industry-standard surface commodity, which created brand preference and allowed us to sell products at premium, rather than competitive, pricing.
- Positioned UBU Sports as NFL's preferred turf provider through strategic partnerships with facility owners and Football Hall of Fame. UBU Sports became first turf company, in the modern era, to have a Super Bowl hosted on its synthetic turf.
- Established CEO and Owner as industry thought-leader with "What You Need To Know" presentation to athletic directors and coaches across the country, which resulted in dramatic and steady sales increases.
- Managed team of five creatives responsible for: digital marketing, public relations, social media, trade shows, collateral, advertising, video initiatives, educational initiatives, sales support, and events.
- Provided marketing support (collateral, signage, PR, websites, events, SEO, PPC) to launch TurfScape franchise.

- Developed and maintained enterprise management platform (FranConnect).
- Provided marketing training to salesforce at annual meetings.
- Ran weekly, online company meetings attended by 35 employees.

**2004 – 2008 | Director of Marketing | Sportex®**

***Industry leading artificial turf company – Acquired by Shaw Sports Turf in 2008***

- Promoted to Director of Marketing after serving as Art Director for one year.
- Rebranded Sportex to provide more cohesive and modern visual posture.
- Built marketing team to support initiatives (print, web, trade shows, public relations, events).
- Established industry coveted Awards initiative that greatly increased field sales.
- Positioned Sportex as “synthetic” turf provider to move away from negative associations with “artificial” turf. The industry quickly followed and “synthetic” turf became preferred terminology.
- Provided marketing training and support to North American sales-force at annual meetings.
- Partnered with consultant from Georgia Tech to develop and implement company-wide Best Practices.
- Received print industry award for Best Brochure Design.

**2000 – 2002 | Art Director | KRB Music Co.®**

***Production company and reseller of licensed music and videos.***

- Responsible for art direction and/or design of all CD and DVD packaging.
- Managed the production of packaging by supervision of freelance designers and printers.
- Created B2B catalog resulting in \$500,000 sales to Dollar Store.
- Worked remotely for the company after relocating.

**1996 – 2000 | Art Director | Philosophy®/BioMedic®**

***Nationally recognized and respected brand of skincare products positioned to nurture self-esteem, as well as healthy skin.***

- Designed gift packaging to increase sales volume and introduce new customers to Philosophy products.
- Designed first iteration of the Philosophy website to promote online shopping (which was then in its infancy).
- Designed specialty products to partner with events and charities, including Message In A Bottle (Movie) and The Gift Horse (Christopher Reeve Foundation).
- Designed first Philosophy retail store to compete with MAC and Bobbi Brown.
- Created collateral for direct mail campaigns and in-store sales support.
- Created ads for InStyle magazine, which helped reinforce brand, while Philosophy product was being heavily promoted and reviewed.
- Designed packaging, advertising, and collateral to support BioMedic, Philosophy’s physician-brand of skincare.
- Responsible for managing Art Department personnel and reporting to both Philosophy and BioMedic senior management teams.
- Responsible for ad buys and print vendor management.

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## EMPLOYMENT HISTORY SUMMARY

2019 – Present	Marketing Consultant	Sprinturf/ProGreen	Austin, TX
2017 – 2019	Director of Marketing	Sprinturf/ProGreen	Austin, TX
2009 – 2017	Director of Marketing	UBU Sports/Turfscape	Austin, TX
2004 – 2008	Director of Marketing	Sportexe	Austin, TX
2002 – 2004	Freelance Graphic Designer	Multiple Clients	Austin, TX
2000 – 2002	Art Director	KRB Music Co.	Franklin, TN
1996 – 2000	Art Director	Philosophy/BioMedic	Phoenix, AZ
1993 – 1996	Art Director	Creative Colleagues	Schenectady, NY
1991 – 1993	Adjunct Graphic Design Professor	Sage College JCA	Albany, NY
1990 – 1993	Art Director	Condor East Communications	Clifton Park, NY
1989 – 1990	Production Manager	The Printing Company	Clifton Park, NY
1984 – 1988	Printing Press Operator	Cardinal Foods	Columbus, OH
1983 – 1984	Printing Press Operator	Blue Shield	Guilderland, NY
1981 – 1982	Advertising Internship	Devey, Thompson & Vignola	Schenectady, NY

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## EDUCATION

B.F.A. 1988  
 Columbus College of Art & Design, Columbus Ohio  
 Received Outstanding Senior Award

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MANAGEMENT SKILLS	MARKETING SKILLS	CREATIVE SKILLS	SOFTWARE SKILLS
Management	Brand Development	Package Design	Adobe Creative Suite
Team Leadership	Corporate Identity	Logo Design	InDesign
Educator	Creative Problem Solving	UX/UI	Acrobat
Public Speaker	Advertising	Website Design	Illustrator
Best Practices	Public Relations	Collateral Design	Photoshop
	Social Media	Point of Purchase Design	Microsoft Office
	Search Engine Optimization	Retail/Interior Design	Word
	Event Strategist	Trade Show Design	Excel
		Presentation Design	Powerpoint
		Signage	Outlook
		Video Design	Word Press
		Illustration	Wix
			SmartSheet
			Google Drive
			Mail Chimp