

About

A B2B marketing leader with over 14 years expertise building, leading, & managing marketing teams. I have general skills in almost every aspect of marketing, with an emphasis on creating impactful product messaging & GTM strategy.

Fractional Head of Marketing

SaaS by SRB | 2017 – 2020, 2021 – Present

- I work with SaaS startups to hit their growth goals through GTM strategy, brand, product marketing, & executive leadership (50+ startups advised).
- Updated fintech MyBudgetReports' product messaging & developed marketing strategy, resulting in 3x customer growth & 300% increase in revenue.
- Created brand, product messaging, & go-to-market plan for an upcoming AI-powered reading app.
- Positioned fintech SpenDiD's API as a standalone tech platform for banks & fintech startups.
- Crafted go-to-market strategy for early-stage startup Stockcreator.
- Launched waitlist & developed landing page resulting in a 1 in 3 conversion rate for Saasea.
- Fractional CMO for international digital marketplace provider Arcadier. Reworked all product messaging & created 2024 marketing strategy.
- Developed GTM strategy for B2C startup Brisa Therapeutics & updated all product messaging, resulting in a 100% free trial conversion rate.

Vice President, Marketing

Biller Genie | 2020 – 2022

- Created product marketing strategy for the B2B fintech/payments SaaS startup resulting in 7x customer growth & a 350% increase in revenue in less than one year.
- Built the marketing department from scratch, managed team members/outside contractors, & created all processes/procedures.
- Decreased the number of support tickets & expenditures by implementing a fully-built out help center.
- Repositioned the platform as a stand-alone SaaS solution, including revamping the brand, product messaging, & all marketing materials.
- Planned features & product launches with development, including updating the UX/UI to match the brand.
- Provided company-wide strategy as a key member of the executive team.

Senior Marketing Manager

Golden Sands General Contractors | 2017 – 2019

- Rebranded the national general contractor, including logo, design style, website, marketing materials, promotional items, & brand guidelines.
- Increased the number of RFPs won by managing the entire lifecycle of proposal development, incorporating all required information, & updating the proposal design/presentation.
- Led & executed overall marketing operations for 7 regional offices across the US.
- Advised on the direction of the company as a member of the Senior Leadership team.
- Created brand & marketing strategy for the company's 3 startups.

Marketing Manager

Coldwell Banker Commercial Advisors | 2016 – 2017

- Developed marketing materials & campaigns, increasing the number of leasing leads for a team of 9 brokers in two real estate offices.
- Created a new modern brand, which was rolled out nationwide to all corporate offices.
- Played a key role in transitioning the office from Coldwell Banker Commercial Alliance to Coldwell Banker Commercial Advisors during the large corporate merger.

Assistant Marketing Manager

Regency Centers Corporation | 2013 – 2016

(Equivalent to Director of Marketing)

- Generated an additional \$18M in revenue for the publicly traded shopping center owner/developer from my marketing strategies to lease empty retail shops, including a \$10M deal.
- Oversaw all marketing initiatives for the entire operating property portfolio across the U.S. market, comprising of 321+ shopping centers, 19 regional offices, & 23 leasing agents.
- Lead digital marketing efforts, including email marketing, social media, & WiFi marketing program.
- Coordinated & managed all tradeshow.
- Promoted from Digital Marketing Assistant to Assistant Marketing Manager.

Media Specialist

Coastal Urge | 2012

(Equivalent to Marketing Manager)

- Coordinated all marketing efforts, including digital marketing, social media, email marketing, graphic design, & promotional events for the line of boutique retail shops & e-commerce business.
- Developed a campaign to increase rentals at the island location. The first weekend of the campaign, all rentals sold out for the first time in company history, prompting a need to expand the fleet.
- Launched email campaign that sold out supply of TOMS Shoes & Sunglasses.

Education

University of North Carolina Wilmington
Bachelor of Arts Communication Studies

Skills

- Marketing Strategy & Go-to-Market
- Product Marketing & Launches
- Brand Strategy & Branding
- Product Positioning & Messaging
- Marketing Operations & Processes
- Creative Direction & Graphic Design
- Team Management & Development

Accomplishments

- 350% Increase in Revenue
- 300% Increase in Revenue
- 7x Customer Growth in 1 year
- 3x Customer Growth in 2 Months
- \$25M+ in Revenue from Marketing
- Largest Deal from Marketing \$10M
- Several Large Rebrandings
- Product & Event Sell Outs