

## ABOUT

A relationship focused communications professional who demonstrates quality in every effort, has the ability to deliver above expectations, achieves internal and external client satisfaction, pursues innovative solutions, is self-motivated and focused, thrives in a fast-paced role as part of a team and is highly responsive to achieve long-term success for clients and the organization.

---

## EXPERTISE

- ✓ Multi-channel communication/marketing campaigns leveraging variable data including print, direct mail, email and online
  - ✓ Corporate and employee communications
  - ✓ Technical and creative writing (taglines, ads, articles, booklets, etc.)
  - ✓ Communications strategy creation and planning
  - ✓ Proofing and editing
  - ✓ Branding and art direction
  - ✓ Relationship management
  - ✓ Business development and retention
  - ✓ RFPs and special project proposals
  - ✓ Analyzing data and reporting results
  - ✓ Project and vendor management
  - ✓ Cross-functional team leadership
- 

## EXPERIENCE

### **BCN Communications, Chicago, IL**

*Vice President, Marketing & Business Development, October 2010 to April 2013*

Primary responsibility was to create and implement business development practices and protocols to generate RFPs for the firm, which specialized in high-quality annual reports for Fortune 500 companies. Established flexible formats and drafted the language for proposals and other client communications materials. Developed templates to ensure that the quality of the content was appropriate for each unique opportunity and accurately represented the services and background of the firm.

Additional accomplishments:

- Lead SWOT analysis of the business which resulted in presenting the differentiators and attributes to distinguish the firm
- Developed a strategic marketing plan that re-oriented and expanded the company beyond its traditional target audience, product and service offerings
- Assessed progress against goals and regularly produced detailed reports
- Established the company's first CRM system for prospecting
- Created and owned a robust, dynamic database of over 3,000 viable contacts/prospects which grew an average of 30+ contacts per week
- Managed a contact schedule that averaged 200+ weekly touches and was responsible for additional follow-up and inquiries

*Notable achievement:* Within 18 months generated a 400% increase in RFPs resulting in over \$3,000,000 in proposals from national and international companies representing a wide variety of industries, including education, telecommunications, chemicals, transportation and logistics, financial services and banking, non-profits, public utilities and consumer products.

### **Loden Communications, Kansas City, MO**

*Principal, October 2006 – October 2010*

An independent marketing/corporate communications agency serving a wide range of clients, industries and projects. As sole proprietor, was responsible for virtually all aspects of the business from new business development and client satisfaction (resulting in repeat business) to outsource management and delivering on time and under budget. Primary work included:

- Project management
- Research and insight gathering
- Developing marketing and communications plans
- All creative, such as concept development, copy writing and art direction
- Media placement and purchasing

*Notable achievement:* Generated over \$150,000+ in annual sales and created brands, programs and campaigns for a wide variety of industries and clients, including H&R Block (corporate/financial services), Advanced Financial Services (wealth management), Cellar Rat Wine (retail), Hotel Phillips (hospitality) and Time Equities/Grubb & Ellis (commercial real estate).

*Acting Director of Client Services, Big City Marketing, Kansas City, MO, August 2005 – October 2006*

A contract position performed under the auspices of Loden Communications, I served as the primary point of contact for this boutique agency between clients, vendors, contractors, consultants and partners.

Responsibilities included:

- Management of all client relationships
- Defining and monitoring marketing and communication goals
- Writing proposals
- Negotiating client contracts and agreements
- Creating and managing budgets
- Vetting, hiring and oversight of all third-party/outsourced resources
- Writing and creative direction

*Notable achievement:* Lead the development and implementation of a 12-month employee communication program for H&R Block to change perceptions and overcome objections and complaints by employees during a transition period to a new office. Program addressed the concerns of 1,600+ employees regarding the construction of and relocation to a new corporate headquarters in downtown Kansas City and included events, print and digital newsletters, a dedicated website, training, instructional and welcome videos. Over the course of the transition, surveys indicated employee perceptions of the move were transformed from largely negative to overwhelmingly positive resulting in a more satisfied and cohesive workforce.

### **Words & Pictures, Inc., Chicago, IL**

*Senior Account Executive, May 1992 – November 2003*

Primary activity was new business development and account management and secondary role included copywriting/editing and creative direction. Responsibilities included:

- Researching and qualifying new business opportunities
- Identifying prospective contacts and decision-makers
- Establishing and maintaining relationships with appropriate contacts
- Writing proposals and creating budgets
- Supported critical business needs, such as:
  - Preparation of creative brief for presentation
  - Organizing and directing initial creative/design efforts
  - Reviewing and vetting of initial concepts
  - Client presentations
  - Researched, established and supervised vendor relationships, including contract negotiations with ad specialty and premium companies, printers, illustrators and photographers

*Notable achievement:* Clients included Kraft Foods, Walgreens, McDonalds, Tishman Speyer Properties and Amerin Guaranty (insurance). Developed direct mail campaigns for Amerin that regularly generated several million dollars in revenue and campaign averaged 700 – 800% ROI.

### **EDUCATION**

University of Missouri, BFA

*References available upon request.*