



## ABOUT

B2B marketing professional that develops robust pipelines and delivers revenue growth. Extensive experience implementing, configuring, and administrating sales and marketing platforms to enable cross-functional collaboration all the way from lead generation to shipped orders. Successful track record creating operating procedures and conducting training that drives efficient usage and user adoption of marketing, customer service, and manufacturing software. Developed a strategy that has been proven to acquire new customers and grow existing accounts in a transparent, measurable and repeatable way. Equipped with technical expertise to execute tactics self-sufficiently with minimal outsourced support.

## EXPERIENCE

### Multisorb Filtration Group

#### Marketing Manager

May 2009 - Present

\$110M / 450 Employees - Global company that manufactures packaging components and automation equipment that is sold in the pharmaceutical, food, electronics, logistics and other industrial industries.

- › Implemented digital marketing strategy in 2019 that generated \$3M in new business realized revenue and \$22M in active sales opportunities in the first year
- › Played an important role working on a Sales and Marketing team that increased overall sales 13.5% in 2018
- › Eliminated the need to work with an advertising agency and other consultants by completing marketing activities in-house reducing expenses by more than \$1M per year
- › Ran side-by-side trials of Salesforce CRM (Customer Relationship Management) and Microsoft Dynamics for a 6-month period before selecting and implementing Salesforce
- › Led Infor XA ERP (Enterprise Resource Planning) and Salesforce CRM data integration
- › Wrote standard operating procedures and lead trained outside sales, inside sales, customer service, and executives on Salesforce CRM
- › Implemented account-based marketing programs utilizing telemarketing services that generate high quality, qualified sales leads
- › Ran several data models to calculate product pricing and help understand the financial impact of various strategic actions
- › Liaison between Filtration Group corporate and Multisorb executives for strategic planning and alignment
- › Created value propositions for each market served and created product brochures, customer presentations, and other marketing collateral
- › Led a team that completed 35 global trade shows in a single year (2016)

### Graham Corporation

#### IT Assistant

July 2009 - Nov 2009

#### Independent Contractor

Nov 2009 - Present

\$90M / 3000 Employees - Engineers and manufactures heat transfer and other large components used to produce chemicals, electric energy, petroleum, and many other products.

- › Implemented website CMS (Content management System) that enabled non-technical employees to update website content easily.
- › Built Knowledge-base and technical library where website visitors could create accounts, file a case, and Graham representatives could manage inquiries
- › Created a five-video series of technical videos that enabled sales teams in the field to easily explain and illustrate technical intricacies of product offerings
- › Created new line of revised and refreshed brochures and presentation templates
- › Worked on a team that executed a number of global trade shows
- › Built website and CMS platform for Energy Steel, a company that Graham acquired

## OTHER NOTABLE PROFESSIONAL ACCOMPLISHMENTS

Worked with a startup called New Wave Energy on marketing programs and website platform with online enrollment capabilities that transformed the business into a multi-million dollar company.

[www.newwaveenergy.com](http://www.newwaveenergy.com)

## EDUCATION

### **Canisius College** **Digital Media Arts**

*2003 - 2005*

The Digital Media Arts (DMA) program is on the cutting edge of web development, video production, graphic design and 3D modeling. With hands-on courses and state of the art equipment, the DMA major prepares you to enter a fast-paced and highly creative industry.

### **Medaille College** **BA Visual and Digital Arts (3.51 Cum Laude)**

*2006 - 2008*

The Visual and Digital Arts (VDA) program was very similar to the Canisius DMA program. At Medaille there was a higher emphasis on marketing and how to use digital platforms to be effective in a professional business setting.

## CERTIFICATIONS

### **Developing the Leader Within** **John Maxwell**

*2019*

16 week on-site training at Multisorb of John Maxwell's "Developing the Leader Within You".

### **Lean Manufacturing** **Multisorb**

*2019*

Substantial in-class training followed by hands on project management that utilized specific LEAN tools.

### **Customer Stratification** **Texas A&M University**

*2017*

Training conducted by Texas A&M global supply chain laboratory for Multisorb customer stratification.

### **Salesforce Trailhead** **Salesforce**

*2017*

Substantial training and credential acquisition on Salesforce online training platform.

### **Inbound Certification** **HubSpot**

*2016*

Completed inbound marketing certification course on Hubspot Academy online.

### **High Performance Work Teams** **Skip Helfrich / Human Energies**

*2011*

Successfully completed course of study that focused on maximizing efficiency in a team setting.

## REFERENCES

### **Kay Bostaph** **Moog Aircraft Group**

*Marketing Communications Manager*

☎ +1 716.923.3232

✉ [kbostaph@moog.com](mailto:kbostaph@moog.com)

### **Courtney Paterson** **Multisorb Filtration Group**

*Human Resources Representative*

☎ +1 716.598.7095

✉ [courtney.paterson@filtrationgroup.com](mailto:courtney.paterson@filtrationgroup.com)

### **Sarah Klotzback** **Pulsafeeder**

*Director of Sales*

☎ +1 585.409.7406

✉ [sklotzback@idexcorp.com](mailto:sklotzback@idexcorp.com)