

OVERVIEW

Marketing & Communications Manager | Creative Director

- Veteran Marketing visionary and go-to-market strategist with versatile capabilities leading internal/external corporate communications, content management & creation, creative direction, brand management and team development
- Creative leader with a depth of experience as a graphic designer and content creator driving corporate identities, initiatives and global campaigns

EXPERIENCE

Skyway Design (Highwood, IL)

Marketing Consultant/Creative Director since August 2005

Endurance Brewing Company, Arrange to Change, SeeForever, Doorbell Diner

Created all branding and packaging design for Endurance Brewing's flagship product launches since 2005 (currently orchestrating a product rebranding and early 2019 launch of Tom Crean's Pale Ale). Responsible for creation and management of all client content for communications, sales, branding and packaging. Application of full digital and print marketing toolbox.

Accomplishments:

- Multiple successful brand identity and rebranding projects
- Long-standing relationships and proven success for small independent businesses
- Silver Medal Award winner for Endurance Pale Ale
- Provided strong brand presence and value proposition for personal chef business to acquire high profile clientele

Shure, Incorporated (Niles, IL)

Global Marketing Manager, Integrated Brand Communications, May 2015 – August 2017

Responsible for providing leadership and guidance to all Marketing divisions and three Marketing regions across Asia, Europe and the Americas. Instrumental in maintaining alignment between corporate leadership, product marketing, sales management and departmental communications through stewardship of the organization's overall Brand messaging and business objectives. Managed development / coordination of communications processes and programs in the quest to bring new products to market and increase/maintain market share for existing Shure products.

Accomplishments:

- Led highly successful product launch of Shure Microflex Advance (over \$100 MM in global sales since 2016 launch)
- Successfully launched Shure SystemOn, the first-ever licensed Shure software (September 2016)
- Transitioned three global versions of Brand guidelines in an effort to streamline company standards into one global mandate
- Managed and steered marketing toolbox, strategy and timeline for over thirty Shure go-to market products globally

Siemens Industry, Incorporated (Buffalo Grove, IL)

Sr. Communications Strategist, October 2013 – May 2015

Senior member of Employee & Leadership Communications team handling all internal communications for the North America BT segment. Developed crisp content and effective communications to support executive leadership growth objectives. Served role of content manager, creative director and brand steward to ensure that all communications adhered to corporate standards. Selected accomplishments include:

Accomplishments:

- Developed and implemented driver safety campaign called "Mindset"
- Successfully managed internal communications messaging and events for over 20,000 employees in North America
- Provided daily research briefings to executives on change management imperatives and employee morale
- Established and identified key messaging for corporate programs and important future projects
- Participated in and drove awareness of Sustainability, Environmental, Health and Safety programs/committees

Avid Technology (Burlington, MA)

Senior Graphic Designer and Executive Presentation Manager, October 2011 – March 2013

Senior member of internal creative team reporting to Creative Director and Chief Marketing Officer. Developed concepts and strategies for marketing campaigns, ads for global trade pubs

Accomplishments:

- Key contributor to the Avid rebranding project, providing design concepts, motion graphics and content
- Led global marketing campaigns "Avid. What's Your Story?" and "Imagine"
- Content creator for Avid story with modular corporate presentations in collaboration with CEO and executive team
- Instrumental in providing direction and support at trade shows and external customer-facing events
- Avid Achievement Award winner in 2012

Aquent Partners (Boston, MA)**Multimedia, Presentation and Graphic Designer, December 1997 – October 2011**

Corporate clients included Wellington Management, State Street Global Advisors, Red Advertising and Fidelity Investments. Developed themes, content and sales tools for global marketing campaigns and events. Multimedia team-member specializing in audio/video, motion-graphics projects and high-end slide decks for senior executives. Created assets for corporate presentations, new business pitches and trade shows. Managed multiple projects for C-level executives and evangelized corporate brand guidelines.

Accomplishments:

- Versatile dual-platform designer in PowerPoint, Keynote, Articulate; videographer, camera operator and editor
- Successfully crafted corporate stories through content, motion graphics and video production
- Built audio recording suite and managed expert financial roundtable discussions for podcast during great recession
- Utilized continuous education opportunities with the Aquent Graphics Institute to rise from PowerPoint Presentation Specialist to Graphic Designer to Creative Marketing Manager

EDUCATION**Berklee College of Music (Boston, MA)**

B.E.S.T. Scholarship Recipient for study in songwriting, arranging, production, theory, performance

Marquette University (Milwaukee, WI)

B.A. Communications

Double Major in History and Broadcasting; Student Government Senator; NBC Sports Intern (Marc Giangreco/Chicago)

SOFTWARE SKILLS AND MARKETING CAPABILITIES

- Adobe Creative Cloud Member (includes InDesign, Photoshop, Illustrator, After Effects, Premier)
- Microsoft Office (includes PowerPoint, Excel, Word)
- Apple Keynote, Final Cut Pro and Logic
- Avid ProTools
- Marketing strategies and campaigns
- Corporate communications
- Team leadership and vendor management
- Product positioning and branding
- Digital and print content development
- Focus group and market research
- Development of training materials
- Public and media relations
- Go-to-market product launches

SUPPLEMENTAL INCOME AND OTHER INTERESTS**Vinyl Skyway Music Publishing (Boston, MA and Chicago, IL)****Composer, songwriter, guitarist and lead singer (since 1997)**

- Founder of independent music startup representing catalog with 100s of original songs / recorded works
- Lead singer / songwriter for the Vinyl Skyway and collaborator with a stable of other writers
- Member of performing rights organization BMI
- Member of TAXI
- Agreements in place with Showtime and HBO for inclusion in 2018-2019 mini-series

Uber, Inc.

- Part-time driver and courier (since July 2018)

Coldwell Banker and Hammond Realty (Cambridge, MA)

- Licensed Real Estate Agent, MA (2009 – 2012)

Lifestyle

- Father of three amazing children ages 10,9 and 4
- Dog trainer and Golden retriever parent
- Live music enthusiast and record collector
- Enjoy cooking, coffee (former Starbucks Barista) and home-brewing beer
- Soccer coach for AYSO since Fall 2013
- Sports enthusiast and former intern for Mark Giangreco
- Member of Marquette Alumni Association and booster for MU Hoops
- Bicyclist, tennis player and golfer