

SUMMARY

Strategic leader with fifteen years in the marketing industry. Proven record of success in increasing brand awareness and market share. Noteworthy results include increasing Triumph Financial's brand awareness by 35% after the 2022 rebrand and supporting TriumphPay's growth to \$10B in payment volume. Guided marketing teams with empathetic and effective leadership, fostering a collaborative work environment that resulted in impactful campaigns, increased team morale, and exceeded performance goals.

EXPERIENCE

TRIUMPH FINANCIAL | SENIOR VICE PRESIDENT, MARKETING OPERATIONS & STRATEGIC INITIATIVES | 2022 – PRES.

A financial and technology company specializing in payments, factoring, and banking.

- Build the go-to-market launch of a cutting-edge digital wallet solution, revolutionizing transportation expense management in the trucking sector, which will deliver significant fuel and maintenance cost savings for 2,000+ drivers and carriers.
- Led the execution of an enterprise rebranding project, growing brand identity and market visibility; strategically positioned the company as a dominant force in the financial technology sector, leading to a 35% surge in brand awareness and a 15% growth in market share.
- Managed the end-to-end creation and execution of a strategic partner program for TriumphPay, resulting in significant revenue growth and enhanced market share; achieving a 22% increase in revenue within the first 6 months of program launch.
- Streamlined Marketing Operations team, orchestrating cross-functional collaboration, optimizing workflows, and managing a \$2M MarTech budget to achieve 25% increase in ROI through targeted campaigns and process improvements.
- Implemented Marketo and orchestrated the transition from Salesforce Marketing Cloud, resulting in a 37.5% decrease in marketing automation costs annually.

VICE PRESIDENT, MARKETING OPERATIONS | 2020 – 2022

- Established Triumph Financial's marketing operations team, strategically assembling a team to optimize workflows, streamline processes, and drive operational excellence in support of marketing initiatives. Achieved a 20% increase in campaign efficiency and a 15% reduction in time-to-market.
- Partnered with compliance, legal, and risk teams to ensure marketing operations adhered to industry regulations and standards, resulting in a decrease in compliance-related issues and a reduction in legal risk exposure, leading to enhanced brand reputation and customer trust.
- Identified and eliminated inefficiencies in marketing processes, resulting in a time savings of 10-15 hours per week and streamlining operations for a team of 22 marketers.

TRIUMHPAY, A DIVISION OF TRIUMPH FINANCIAL | 2018 – 2020 | ASSISTANT VICE PRESIDENT, MARKETING

A payments SaaS and data company serving companies in the global logistics industry.

- Owned comprehensive go-to-market strategy for TriumphPay's payment portal, defining brand pillars, crafting messaging, and strategically positioning the product within the industry; directly contributed to growing monthly active users from 8,000 to 50,000.
- Delivered robust SEM strategy, incorporating social media, search marketing, email marketing, and display advertising, resulting in increased audience engagement and visibility for TriumphPay.
- Led the project team to execute the development of TriumphPay's brand front-end website, driving a notable advancement in brand identity and user interaction and reducing calls to the support team by over 40%.
- Headed a high-performing team of 2 members while overseeing a \$1.5M marketing budget, allocating resources to drive marketing objectives and support the company's growth strategy; launched a targeted brand awareness campaign.
- Succeeded in building transformative marketing initiatives that propelled TriumphPay's payment volume in the transportation space from less than \$1B to \$10B, achieving 50,000 monthly active users in 2020, driving growth and increased market share.

IDLIFE | SENIOR BRAND MANAGER | 2017 – 2018

A direct sales health and wellness company specializing in customized nutrition.

- Spearheaded the design and execution of a comprehensive direct-to-consumer digital marketing strategy, incorporating display advertising, user-generated content, and social media; grew brand visibility by 50% and engagement by 70% in just six months.
- Developed and launched data-driven loyalty programs for 1,000+ frequent customers, resulting in a 20% increase in customer retention and a boost in brand loyalty, as measured by repeat purchases and customer satisfaction surveys.
- Supervised a marketing team of 6, directing social media managers, email marketers, event marketers, a video production team, and graphic designers, fostering seamless collaboration and achieving impactful results.
- Collaborated with cross-functional teams to establish and enforce brand standards across all marketing touchpoints, resulting in a 25% improvement in customer perception, measured by sentiment tracking.
- Optimized lead generation processes by implementing a state-of-the-art lead capture system, resulting in a 50% reduction in customer acquisition costs and driving a 30% boost in revenue.

2930 CREATIVE | DIRECTOR OF DIGITAL STRATEGY AND COFOUNDER | 2012 – 2017

A boutique ad agency that delivered impactful marketing solutions for small to medium-sized businesses.

- Owned strategic direction and execution of multi-channel campaigns, resulting in a boost in lead generation and an average 30% increase in online conversions for nonprofit organizations and SMB clients.
- Awarded 11 industry accolades, including Best Nonprofit Campaign, for the creative strategy for the “Be a Hero” campaign for Children's Miracle Network.
- Increased online applications for funding by 47% for client Balance Credit with targeted social media advertising.

SPLASH MEDIA | SOCIAL MEDIA MANAGER | 2011 – 2012

A digital marketing agency that provided social media strategy for midsize brands.

- Created highly engaging social media content strategy, leveraging industry trends and brand identity, resulting in an average 40% increase in audience interaction and an overall boost in brand visibility for clients.
- Served as the primary contact for social media strategy discussions, performance evaluations, and collaborative planning sessions; contributed to an impressive 70% contract renewal rate for the agency between 2011 and 2012.

EDUCATION

KENT STATE UNIVERSITY | Kent, Ohio | Bachelor of the Arts, English

CORNELL UNIVERSITY | Ithaca, New York | Project Management Certificate Program

NOTABLES

- Advisory Member, Triumph Financial CEO's Council for Diversity & Inclusion
- Committee Member, Triumph Financial Philanthropy Committee
- Member, Project Management Institute
- Member, Financial Narrative
- Ambassador, MarketingOps.com