

Marketing professional with successful 14-year track record of client relations, account management and project management experience.

- Print, interactive and outdoor advertising
- Client relations
- Project and event management
- Verbal and written communication skills
- Promotions and public relations
- Budget management
- Social media
- Production design, copywriting

## Experience

### **Marketing, Advertising & Public Relations Manager | Sun Valley Resort | October 2006 - Present**

Coordinating local and in-house advertising and public relations to increase awareness and promote Sun Valley Resort amenities and events. Designing and producing brochures, signage, print ads, posters and other resort collateral. Managing our website, blog, Facebook and Twitter content and posting content to outside media calendars and newsletters. Assisting the Marketing Director with long-term projects, data-base driven campaigns and national campaigns.

- Promote and manage all media for the Sun Valley Pavilion summer concert series including advertising design, media buying and public relations (6-8 individual concerts)
- Design and manage ad campaigns for the Sun Valley Boiler Room winter series shows, the Sun Valley Summer Ice Show and other Sun Valley Resort attractions
- Coordinate the redesign and production of the SnowSports School and Nordic Center brochures, Sun Valley Summer Recreation brochure, Winter brochure, Skating School brochure and other resort collateral
- Creating promotional materials for the Sales Team and Catering Department to better inform hotel guests and groups about Sun Valley Resort

### **Account Executive | da Vinci Advertising & Marketing | March - November 2005**

Initiated concept development process with creative and production team. Managed advertising tactics including print, collateral production, outdoor, tradeshow and direct mail roll out. Responded to RFP's and pitched new business to diverse prospects.

- Developed and launched 2005-2006 advertising print campaign for Alta Ski Resort which contributed in part to a 12% increase in pre-season pass sales
- Managed creation, production and coordination of a highly visible and successful trade show booth and gifts for a new financial trust product launch achieving an 80% prospect information request rate
- Significantly increased agency billings by developing and presenting the pitch that won a new, large real estate development account

### **Account Executive | Studeo | February 2003 - March 2005**

Managed client relations and expectations. Wrote creative briefs and engaged creative team. Implemented and managed interactive banner promotions, website build-outs, infomercials and direct mail projects.

- Supervised development and launch of a print catalog and matching e-commerce site resulting in increased product awareness and revenue for NordicTrack fitness apparel
- Managed weekly online promotion projects for six different branded e-commerce sites including NordicTrack, ProForm and HealthRider
- Assisted Creative Director onsite at casting calls, photo and infomercial shoots

## **Account Manager | Euro RSCG DSW Partners | September 1999 - February 2003**

Managed project tactics for print, radio, television, direct mail, and brochures for environmental, high-tech, consumer electronics and pharmaceutical clients. Collaborated with creative and production teams on all projects.

- Attained record sales for Philips Electronics following a short eight week campaign ramp-up to launch a new, leading-edge consumer DVD recording product
- Met the scope, schedule and budget for a successful and innovative project to increase awareness in Congress of the environmental mission of the Southern Utah Wilderness Society
- Researched account competitors and created detailed competitor profiles to further engage creative thinking of team

## **Office Manager | Salt Lake Observer Newspaper | March 1998 - September 1999**

Coordinated efforts with marketing team to implement subscription, circulation, distribution, marketing and promotional strategies for start-up newspaper. Managed relationships with vendors and distributors.

- Developed incentive-based subscription programs such as ski and restaurant certificate giveaways
- Managed daily administration and interoffice communication of editorial, sales and creative departments
- Developed and maintained subscription and advertising sales databases
- Maintained advertising sales accounts payable and receivables for sales team

## **Marketing Coordinator | Space Agency Concerts & Theatricals | March 1992 - July 1997**

Supported marketing director implementing all advertising and public relations strategies to promote national touring Broadway shows such as *Les Miserables* and *Cats*, and touring artists including David Copperfield, Ray Charles and B.B. King.

- Researched national markets and placed over \$750,000 in print media for more than 80 national touring acts in over 50 cities in 1996
- Wrote, edited and mailed hundreds of press releases and press kits
- Developed and sustained relationships with media representatives, vendors and freelance designers

## Education

Grant Writing | The College of Southern Idaho | Spring 2009  
Community Enrichment Course

Acting Fundamentals | The NexStage Theater, Ketchum, ID | 2009

Adobe Photoshop & Image Editing | The College of Southern Idaho | 2007  
Community Enrichment Course

Integrated Marketing Communications Certificate Program | University of Utah | 1999  
Department of Communication

Bachelor of Arts | Liberal Arts & Sciences | Utah State University | 1991  
College of Humanities, Arts & Social Sciences