

Creative, Strategic, Analytic Marketing Pro and Social Entrepreneur

Profile

- ❑ *Innovator with strong business acumen ideally suited for entrepreneurial setting.*
- ❑ *Exceptional communicator with ability to create and execute effectively targeted messages within a resource-constrained environment.*
- ❑ *Creative producer of unique brand identity and compelling marketing campaigns, always meeting goals on time and under budget.*
- ❑ *Strategic thinker in an evolving, technologically driven global world with knowledge of Internet marketing strategies and tactics.*

Professional Background

Aquaponics Project Inc – Marlton, NJ | *Founder and CEO* (2013 – 2019)

Responsible for all aspects of launching and operating a nonprofit corporation:

- Business plan, financial reports, incorporation documents, IRS Form 1023 application, strategic planning, development.
- Implementation of comprehensive programs that provide food, education, and jobs for constituents of nonprofit partners.
- Daily business activities associated with running company: finance, operations, marketing, development, volunteer recruitment.
- GrowDome at CBEC: 42-foot growing dome greenhouse construction and design, build, operation of 1200sf aquaponics farming system; introduce staff and volunteers to aquaponics and train to operate system at environmental center in Maryland.

Crossroads Programs – Willingboro, NJ | *Director of Development, Marketing, and Communications* (2011 – 2014)

Strategic Planning and Business Development: Analyzed government and community trends and needs for programs and services that are financially sustainable and provide industry-leading outcomes with long-term positive impact for those served.

- Research, review, and respond to RFPs from local, state, and government agencies. Create compelling programs and proposals based on evidence-based solutions and demonstrated need for services.
— *Developed program plan, budget, and narrative resulting in award of 5-year \$600,000 grant for group home for at-risk girls.*
- Develop organization re-structuring to minimize overhead and improve program continuum and inter-agency communications.
- Develop long-term strategy incorporating revenue-generating initiatives, outside collaborations, and program expansion.

Marketing: Develop and effectively implement strategies to promote the organization's mission through effective communications.

- Represent the agency and effectively networked at community and government meetings and events.
- Develop and implemented communications and public relations plan.
- Develop branding and integrated into all marketing materials, including website with integrated PR and fundraising campaigns.

Fundraising: Created annual fundraising plan incorporating community funding through grants, events, direct mail and email campaigns, and community presentations while ensuring positive return on investment, resulting in more than 100% funding increase from any prior year.

- Research funding sources that are in alignment with the agency's programs and strategic plans; develop and submit proposals and budgets for corporate, philanthropic, and community grants; build strong relationships with funders.
- Develop, organize, manage all fundraising events, meet and greets, and other special events.
- Oversight of office systems including management of fundraising database records, files, gift processing, and donor relations

Futurity First Insurance Group – *Corporate Marketing Director* | Mount Laurel, NJ (2008 – 2010)

Charged with developing appropriate, effective, and differentiated branding through consideration and evaluation of target market research, creating, writing, producing marketing communications that implement the brand and increase brand awareness; developing, implementing internal and external communications plans; and developing field communications, contests, national meetings, prospecting plans, and lead generation programs for Distribution.

- Develop company marketing plan including strategies, objectives, and metrics; maintained direct oversight of the creation and monitoring of a \$3 million marketing budget.
- Create company's distinct B2B and B2C brand messages; hire agency to create new visuals, marketing copy, and launch a new corporate website. Manage creative vendors to ensure appropriate branding of all corporate materials.
- Develop and manage sales incentive programs; introduce sales collateral and an on-line sales support system. Analyze and adjust prospecting plan based on value-added consumer materials.

The MCM Group (Managed Care Measures, Inc) – *Creative Director* | Marlton, NJ (2000 – 2008)

- Market pharmaceutical clients through appropriate, innovative, and clearly communicated materials expressing corporate and product branding; drive products through benchmarking documentation.
- Conceptualize, design, and develop all company publications, collateral, advertising, and promotional material.
- Create sales tools, meeting materials, advertising, and publications for clients.
- Direct oversight of all creative and project management staff and all external vendors for all deliverables.

SNiP Internet and Telecommunications – *Director of Marketing* | Pennsauken, NJ (1999 – 2000)

- Analyzed company sales and marketing plan; developed and implemented revised methods/materials/implementation strategy.
- Developed affinity marketing programs reaching more than one million targeted consumers regionally.

Robins Nest – *Director of Communications* | Glassboro, NJ (1998 – 1999)

- Implemented new agency identity and branding; taught marketing concepts to general staff. Designed and authored all printed materials. Managed public relations, developed newsletter, created television commercials.

The Edge Creative Group – *Founder and President* | Cherry Hill, NJ (1997 – 1998)

- Formulate strategic plans; hire and manage staff; select and manage outside vendors. Direct creative team of graphic designers, copywriters, and photographers geared toward marketing small companies.

CME Information Services – *Vice President; Director of Marketing; Creative Director* | Mount Laurel, NJ (1992 – 1997)

- Grew company from three titles to 25 titles over 12 months; increased revenue from \$500,000 to \$1.5 million in one year.
- Create product identity and branding, packaging, content selection, target market identity, and direct mail programs.
- Negotiate and secure contract with Johns Hopkins School of Medicine Continuing Medical Education Division.
- Create line extensions by producing first medical education audiotapes in Spanish, as well as subscription-based product.

Orlando Day Nursery – *Director, Business and Development* | Orlando, FL (2017 – 2018)

Responsible for all business activities:

- *Finance:* Budget analysis and development for \$1.5m nonprofit; oversee accounts payable and receivable; review vendor accounts and contracts for cost savings; analyze tuition rates and scholarship qualifications and benefits.
- *HR:* Develop new hire process, establish payroll matrix for fair wages for all employees, evaluate benefits and select best for organization; implement staff meetings and activities to increase job satisfaction.
- *Property Management:* Work with Board and volunteers to ensure facilities are in working order, meeting all state compliance requirements, produce RFPs and review for vendor selection.
- *Marketing:* Develop strategies to promote the organization's mission and acquire clients through effective communications and PR plan.
- *Fundraising:* Create annual fundraising plan incorporating community funding through grants, events, email campaigns, and community presentations while ensuring positive return on investment.

Danellie Foundation – *Acting Executive Director* | Mount Laurel, NJ (2014 – 2015)

Preview grant requests for mission alignment and present appropriate applications to Board for consideration; plan and oversee Board meetings; manage and present budget to Board.

- Manage vendors, in particular accountant and attorney, and prepare documentation to ensure proper Foundation operations.
- Develop relationships, maintain communications, and perform site visits with grant applicants and recipients.

Education and Training

- MBA, Marketing (3.8 GPA; Conferral June 1, 2019) | American Public University, WV
- Certificate (2), Aquaponic Farming | Colorado Aquaponics, Denver, CO / Green Acre Aquaponics, Brooksville, FL
- Professional Fundraising Certificate | Association of Fundraising Professionals and Villanova University, Villanova, PA
- Field Photography Certificate | Maine Media Center, Rockport, ME
- BS, Liberal Arts | Regents College, State University of New York, Albany, NY
- AS, Graphic and Advertising Design | Parsons School of Design, New York City, NY

Professional Affiliations

- Fellowship House of South Camden Board of Directors (2014 – 2017) | Advisor and supporter for many years to organization providing after school and summer camp programs to children.
- Danellie Foundation Board of Directors (1983 – 2015) | Trustee to philanthropic organization awarding \$35 million to the needy.
- Medford Sunrise Rotary Foundation Board of Directors (2012 – 2014) | Member, Medford Sunrise Rotary and Rotary International.
- CONTACT of Burlington County Advisory Council (2013 – 2015)
- Medford Youth Athletic Association Board and Head Cheerleading Coach (1996 – 2005)