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Professional Experience

LP Building Products – Savannah, GA

Field Marketing Manager – Northeast / Southeast / Mid-Atlantic

2011 - 2017

Developed and implemented local marketing strategies focused on brand awareness, customer retention and new customer development in an effort to gain market share and drive volume and revenue across all LP business segments

- Planned, organized and facilitated numerous key target and customer relationship building initiatives
- Manage a \$400,000 geo-targeted marketing budget
- Directed multiple agencies and vendors on timely and effective execution of creative, print, digital and broadcast media
- Worked daily with sales team to influence and educate dealers and builders to drive brand awareness and conversions
- Effectively worked from home office and traveled a minimum of 75%

Lake Lanier Islands Resort – Buford, GA

Director of Marketing

2010 - 2011

Managed all advertising and public relations efforts for 1,500 acre resort inclusive of hotel and conference center, golf course, waterpark and multiple F&B outlets.

- Directed all media, creative, special event, public relations, interactive and direct marketing strategies
- Managed a \$2 million marketing budget
- Directed multiple agencies, vendors and freelancers for timely execution of creative materials and promotions. Supervised two direct reports.
- Successfully launched Walkingspree iWalk, an employee wellness program for full time, part time and seasonal employees. Achieved 98% participation from full time employees within 10 days of launch.

Wyndham Hotel Group – Savannah, GA

Director, Regional Marketing

2004 - 2010

Directed all field marketing efforts for the entire Howard Johnson Hotel brand throughout the United States.

- Developed and implemented annual marketing and media plans, objectives, strategies and budgets for twelve regional co-op's (a total of 350 franchise hotels) throughout the U.S.
- Managed the effective integration of national marketing initiatives at the local/regional level and ensured their consistency and efficiency in an effort to drive measurable and incremental occupancy and revenue
- Served as champion and guardian of the Howard Johnson brand in the US, and acted as liaison between the corporate office and all franchised Howard Johnson Hotels
- Scheduled, organized and facilitated two meetings per co-op, per year, requiring extensive travel, organization and polished presentation skills

Signature Advertising – Memphis, TN

Account Supervisor

2003 - 2004

Account Service liaison between client, vendor partners and creative team to produce innovative and profitable advertising and communication materials

- Supervised multiple accounts including: FedEx Retail Marketing, Hilton Hotels Corporation, FedEx Kinko's and March of Dimes with combined billings of over \$1 million dollars
- Managed creative, production and budget process to ensure the timely delivery of successful solutions
- Managed two direct reports

Curves – Horn Lake, MS

Owner / Franchisee

2002 - 2006

Owner and President of HRC, Inc dba Curves a 30-minute fitness and weight loss facility designed and marketed specifically to women.

- Effectively marketed products and services associated with the startup and operation of a franchise women's fitness facility
- Solely managed administration of the business: planning, marketing, advertising, sales, Bookkeeping and management of (3) direct reports
- Sold business in 2006 for a profit

La Quinta Inns, Inc. – Dallas, TX**Director of Marketing Communications****2001**

Supervised the execution of all national, regional and outdoor advertising, public relations, graphic standards and design for the brand

- Directed multiple ad agencies on the development, implementation and communication of multi-million dollar national and regional advertising campaigns
- Effectively managed a marketing staff of four in the development of tactical marketing initiatives and public relations efforts for a brand consisting of over 300 hotels

Hilton Hotels Corporation – Memphis, TN / Los Angeles, CA**Marketing Manager - Hilton HHonors****2000**

Managed the marketing efforts for over 200 limited and full-service hotels for the Hilton guest loyalty program, Hilton HHonors

- Provided marketing consultations for individual properties on how to increase market share, exposure and sales within targeted markets
- Organized and executed regional promotions that drove incremental revenue into the hotels during need time periods
- Managed 10+ key partner relationships including Northwest and Continental Airlines and Sharper Image
- Facilitated GM training sessions in the system-wide launch and implementation of the Hilton HHonors guest loyalty program within all Promus brand hotels

Marketing Manager – Embassy Suites Hotels**1998 - 1999**

Developed and administered key brand strategies that impacted revenue generation and supported brand positioning

- Managed \$11 million marketing budget for corporate and franchise properties
- Directed creative process for collateral, media, point-of-purchase merchandisers and consumer promotions

Sheraton Hotels & Resort – Atlanta, GA**Manager of Advertising – North America Division****1998**

Directed all marketing, advertising and promotional campaigns for all Sheraton Hotels & Resorts North American properties

- Managed a \$15 million marketing budget for the North America Division corporate and franchise properties
- Facilitated the communication and approval process of all marketing activities, programs and standards through the Marketing Board of Directors prior to implementation and communication to the field
- Managed the daily relationship with the advertising agency, Ogilvy & Mather, in all aspects of creative, media buying and administrative responsibilities

MMG Worldwide – Kansas City, MO**Account Supervisor****1995 - 1997**

Account service liaison between client, vendor partners and creative team to produce innovative and profitable hospitality advertising and merchandising materials

- Supervised multiple accounts including: ITT Sheraton Hotels & Resorts, Westin Hotels & Resorts, Fairmont Hotels, Richfield Hospitality Services, Regal Hotels Intl., Anheuser-Busch, Coca-Cola USA, HSMAI, and Holiday Inn Worldwide with combined billings of over \$3 million dollars
- Managed the budgets and financial administration of all accounts
- Coordinated and executed all tactical aspects of a \$1.3 million F&B partnership initiative program for Sheraton Hotels
- Developed all internal and external processes needed to establish and service a one-half million dollar turn-key direct mail program for Sheraton Club International

Education**B.S., Hospitality Administration****Central Missouri State University****Warrensburg, MO****Awards / Accomplishments****Travel Agent Magazine: 100 Rising Stars****1999****Founder – Savannah Chapter - American Singles Golf Association****2009****Member – Savannah Home Builders Association****2012**