

accomplishments

- Transformed traditional, brick & mortar manufacturing company to the digital age, specifically driving marketing and operational effectiveness and efficiency through technology.
- Led marketing efforts that generated over \$250,000 in new revenue – a 10% yoy increase – through new customer acquisition and expansion of existing accounts.
- Managed the successful implementation and roll-out of an ERP system, responsible for configuration and customization of solution to meet specific business requirements.
- Founded and built Non-Profit youth club soccer team through grassroots marketing, team leadership and organization.

experience

JET Coating Company

2007-Present

Marketing Specialist & Operations Manager:

- *Digital Marketing:* designed fully functional and responsive website and improved search performance through SEO tactics including strategic keyword analysis via Google Analytics. Also managed email newsletters to engage clients on weekly basis. Client base grew by over 20% in three years.
- *Social Media Sales & Service:* engaged with current, former and potential clients through mediums such as Twitter, LinkedIn, Facebook and Google+. Answered clients' questions and concerns as well as offering them solutions for their needs. Generated new client leads which has led to more client base diversity
- *Operations Transformation:* installed and implemented ERP system Shoptech E2, leading to significant improvements in process efficiency and quality. Led ISO 9001:2008 certification efforts through program management and strategic planning.
- *Operations Management:* continued to oversee day-to-day operations on plant floor. Scheduled and managed employees through use of time-tickets and time-management software. Streamlined production by increasing output and meeting customer needs.

Printing Department Manager:

2000-2007

- *Graphic Design:* Through the printing department I consulted with clients about brands, logos and graphics to be applied to products through industrial printing processes such as silk screening and pad printing. Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver)
- Managed seven person printing department through scheduling, training, organization and communication with top management. Exceeded output of product year after year.
- Took on additional responsibility in sales, leading to promotion to Marketing Specialist

Assabet River Football Club

2009-2012

Founder:

- Founded and grew a youth soccer club from a single team of 20 players to 6 teams of over 120 players in 3 years through local outreach, pricing structure and social media outreach.

education

University of Massachusetts Amherst

1998-2002

Business Administration: Marketing

University of Massachusetts Amherst

2012-Present

University Without Walls: Business Studies - Digital Marketing (3.57 GPA)

key attributes

- Team leader who focuses on team building and productivity
- Problem solver with ability to work through complex situations
- Creative thinker with eye on functionality and results

References can be provided upon request