

## EXPERIENCE

Jun 2025 - Present

### **MARKETING VENDOR MANAGER, Expo Home Improvement**

- Managed marketing vendor relationships and consolidated billing structures, achieving measurable reductions in overhead costs while maintaining service quality.
- Served as operational bridge between brand marketing, inside sales, and field sales teams — standardizing reporting language and aligning teams around shared pipeline metrics.
- Manage marketing invoicing, expense tracking, forecasting, and end-of-month reconciliations across five locations and three lines of business.
- Build and manage Salesforce vendor reports to compare data, evaluate campaigns, and track sales across markets.
- Work alongside Fractional CMO to review partner performance, sales pacing, and monthly forecasting.
- Operate as the central point of contact for lead aggregators and campaign vendors, managing expectations and cross-departmental communications regarding lead flow.
- Achieved equal or higher sales numbers with 5 lead partners that were previously only achieved with 14+ partners.
- Collaborate with internal marketing teams to align strategy, messaging, and growth plans.
- Identify performance gaps, implement corrective actions quickly, and hold partners accountable for lead quality, spend, and deadlines.

May 2023 - Jan 2025

### **MARKETING MANAGER, Air Power, Inc.**

- Functioned as sole marketing resource for a global aviation retail company, owning full strategy across digital, SEO, email, UX, trade shows, and graphic design while delivering measurable lead growth on a lean budget.
- Drove e-commerce growth from \$800K to over \$2M per month within 12 months through organic SEO initiatives and optimized website design.
- Collaborated cross-functionally with management, sales, and design teams to translate technical product details into clear, audience-focused messaging.
- Managed project timelines, budgets, and vendor relationships, ensuring deliverables met quality and branding standards.
- Spearheaded UX redesign and brand refresh resulting in an 82% increase in new online customers within 7 months.
- Designed and launched multiple product campaigns supporting major manufacturer

## EDUCATION

BACHELOR OF SCIENCE IN LIBERAL STUDIES, Abilene Christian University

## SKILLS

Salesforce

Salesforce CRM Reporting

Pipeline Analytics

KPI Dashboard Development

Campaign ROI Analysis

Workflow Design

Process Documentation

Budget Forecasting

Marketing Operations

Invoicing

Vendor Management

Cross-functional Alignment

Brand and Sales Alignment

Inside Sales Enablement

Executive Reporting

Stakeholder Communication

Excel

Google Sheets

Adobe Suite

Canva

Asana

SEO

Email Marketing

UX Design

Digital Marketing

Campaign Management