# **SUMMARY**

* Experienced marketing and technology leader with 15+ years in brand building and converting challenges to opportunities
* Quantitative and analytical problem solver with a history of developing and executing new processes and concepts
* Servant leader skilled in communication, collaboration, empathy, and inspiring engagement via continuous improvement
* Relentless problem solver empowered by persistence, positivity, and passionate curiosity
* Expert first-hand proficiency in various professional marketing software and web development tools

# **PROFESSIONAL EXPERIENCE**

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| **Boeing** | Digital Aviation Solutions - Military Aviation | **2024 - Present** |
| *Sr Growth Marketing Manager* |  | Houston, TX |

* Developed and executed comprehensive full-funnel demand generation campaigns to accelerate growth in Boeing's Military Aviation sector.
* Built and maintained effective stakeholder relationships with sales, product marketing, customer success, and partners to launch integrated GTM plans.
* Expanded market share within existing military customer base and sourced new pipeline opportunities for the sales team.
* Nurtured customer and prospect relationships to identify future opportunities and enhance customer retention.
* Created and implemented a content strategy for demand generation assets, supporting pipeline and revenue goals.
* Devised and applied channel attribution models to measure and optimize the contribution of each marketing channel to conversions.
* Monitored and optimized lead flow through the marketing technology stack, ensuring seamless CRM and sales follow-up.
* Leveraged expertise in account-based marketing and lead management to drive performance and achieve marketing objectives.
* Collaborated effectively across cross-functional teams, demonstrating exceptional communication and problem-solving abilities.

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| **Spectra Aerospace & Defense** | Aerospace & Defense Electronics | **2020 - 2024** |
| *Director of Marketing* |  | Houston, TX |

* Leads multi-brand marketing efforts for Spectra A&D, CALCULEX, ArgonFDS, and Galleon, enhancing brand visibility and market influence within the defense industry
* Oversees and allocates yearly marketing budgets for Spectra A&D and all Spectra legacy companies
* Crafts and implements awareness strategies, print/digital ad campaigns, and ROI metrics for the defense sector
* Orchestrates a multi-brand trade show presence at over 30 events worldwide
* Strategically directs and oversees all web and social media presence, ensuring cohesive copywriting and design for all Spectra companies
* Authors defense-centric white papers, technical notes, press releases, and blog/social posts for all Spectra companies
* Strategically executes the technical and administrative management of the Spectra website and its legacy companies

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| **CAE, Inc.** | Commercial Aviation Pilot Training | **2019 - 2020** |
| *Americas Market Strategy Leader* |  | DFW Airport, TX |

* Tasked with the primary responsibility of driving revenue & portfolio performance by increasing market intimacy
* Responsible for driving the regional strategic planning process by ensuring the quality of the revenue forecast
* Manages regional front-end governance, regional revenue execution, and sales prioritization processes
* Identifies potential revenue and portfolio risks/opportunities and driving strategies and action plans

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| **DHD Films** | Video Production Agency | **2017 - 2019** |
| *Director of Operations* |  | Dallas, TX |

* Developed studio-wide organizational accountability structure for 18 full time creative employees
* Implemented the formal creation of 4 critical departments with appointed departmental leaders
* Actively monitors and ensures video projects are delivered within project scope, delivery expectations, and budget
* Grew the team from 18 to 25 team members in six months to support the organization's operational requirements

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| **CAE, Inc.** | Business Aviation Pilot Training | **2013 - 2017** |
| *Marketing & Communications Lead* |  | Dallas, TX |

* Managed relationship with ad agency team on overall market strategy, technology requirements, and production of ads
* Developed and updated all content to TrainWithCAE.com
* Compiled and presented email performance analysis to executive management with strategic recommendations
* Worked closely with DeLoitte and McKinsey business consultants as the domain expert for performance metrics
* Served as Art Director for trade show booth design, supporting roughly 55 trade/roadshow events each year
* Constructed, deployed, and analyzed al email marketing campaigns
* Video editor for Civil Business Aviation Training and Commercial Aviation Training divisions

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| **SourceHOV | Tax** | Tax Accounting | **2009 - 2013** |
| *Graphics Manager* |  | Fort Worth, TX |

* Oversaw the "Production Client" database, facilitating seamless concurrent record access and providing comprehensive support, ensuring data accuracy and client satisfaction
* Authored detailed software and user guides, streamlining LIFO inventory tax calculations for over 1,000 auto dealerships during peak tax season, demonstrating a strong ability to simplify complex processes
* Administered the Maximizer CRM database for software clients and supported Account Executives in their sales initiatives, enhancing client relationship management and sales performance
* Elevated the brand's digital footprint by optimizing Google AdWords and Google Analytics campaigns, leading to increased visibility and targeted outreach within the industry
* Produced and edited high-impact marketing videos, driving higher engagement and conversion rates through compelling visual storytelling and strategic content

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| **United States Navy** | Active Duty Military Service | **2003 - 2008** |
| *Master At Arms Second Class* |  | Worldwide |

* Enforced stringent regulations and compliance standards across naval installations and international operations, ensuring operational integrity and adherence to military protocols
* Collaborated with local and federal law enforcement agencies on high-stakes investigations, demonstrating strong analytical and communication skills
* Operated as a harbor patrol crewman and patrol boat operator in the Persian Gulf, showcasing leadership and operational efficiency in critical environments
* Certified operator of advanced equipment such as the Intoxilyzer 5000 and Falcon Radar, underscoring technical proficiency and attention to detail

# **EDUCATION & CERTIFICATIONS**

* Master of Aeronautical Science | Embry-Riddle Aeronautical University | 2012
* Bachelor of Professional Aeronautics | Embry-Riddle Aeronautical University | 2011
* Disney’s Approach to Business Excellence | Disney Institute | 2018
* Licensed Multi-Engine Instrument-Rated Pilot | Airline Transport Professionals (ATP) | 2009
* Licensed Aircraft Dispatcher | Absolute Altitude School of Airline Dispatch | 2008