

PROFILE 4D thinker specializing in Big Idea campaigns that scale effortlessly to deliver year round direct revenue. Curious, Sharp, Focused & Super Organized. 10+ years of motivating teams to deliver their best work.

HOMEDEPOT.com, Smyrna, GA ⇒ SEPT 2011- JAN 2016
Manager, Social Media Content Team

- ⇒ **Experienced Retail Marketer** w. Fortune 30 experience who nails longterm KPIs while excelling at short-turn deliverables. Equanimity & high standards with 5 FTE team.
- ⇒ **360 Marketing manager**, motivating cross functional teams to deliver storytelling campaigns across mediums: CRM/email, social/digital marketing, store signage, event/field marketing & print/ broadcast. Stickler for lead-times and realistic production processes.
- ⇒ **Rare analytical creative** who sees stories in data. Writes (and draws!) tight campaign briefs, developing messaging cadence from seasonal/Marcom priorities and quantitative inputs (Omniture, social listening, search volume, merchant data, behavioral targeting).
- ⇒ **Social content strategist** for in-house creative services, together crafting segmented messaging for hundreds of revenue-positive campaigns averaging 4x ROAS. Consistently overshot benchmarks and annual revenue goals (typically \$40M+).
- ⇒ **Product owner** of all longform DIY content (blog.homedepot.com). Wrangler of agency production,, \$1M+ video budgets, influencer campaigns. Hired & nurtured in-house editorial blogger team, curating DIY home improvement projects with original photography. Launched expansive Wordpress redesign with custom GA event triggers to track revenue.
- ⇒ **Co-marketing lead** for first-to-market Pinterest partnerships including API integration. Owner of direct revenue and conversion analysis, including leadership presentations. Tests include Facebook on/offline cross-platform attribution using market exclusion
- ⇒ **Storytelling advocate**. Scalable 'Style Challenge' campaign still running after 7 years.

COMMUNITY ORGANIZING

MICRO-STARTUP

Lady Rogue Business Network
ATL ⇒ 2007- 2011

Founder of **rogueApron** secret supperclub events & **LRBN** networking meetups for over 500 female-forward entrepreneurs. 100% volunteers, flashmob style. Built MailChimp list of -K to sell out events in minutes. As seen on CNN, AJC, WaPo.

ONLINE PUBLISHING, BLOGGING, SOCIAL MEDIA

JOURNALISM & EDITING

Online/Editorial Roles at Weekly Newspapers
SAT, TPA, ATL, DC ⇒ 2003 -2007

Social Media Editor: Launched dozens of blogs, podcasts, email newsletters & UGC contests for *Creative Loafing* papers. **Program Manager:** Oversaw digital publishing for 5 newspaper website & 3 new CMS transition/ redesign launches. **People Manager:** Managed in-house creatives, freelancers and direct report. **Food Critic** w. columns in San Antonio Current & Tampa Weekly Planet.

GEORGIA TECH

'Public Design Workshop'
ATL ⇒ 2009 - 2011

growBot Garden Creator, co-designing speculative robotic solutions for organic farmers with NSF funding. As seen on *WIRED*, CNN, Gourmet.

TURNER BROADCASTING

TNT's 'The Closer'
ATL ⇒ SUMMER 2011

Social media content strategy for summer TV lineup. Ghostwriter of airdate live-tweeting w/o moderation. Drove 400% increase in organic engagement (YOY).

EDUCATION

GEORGIA TECH
MS Digital Media

TRINITY UNIVERSITY
BA Sociology & History

SKILLS

10+ YEARS LEADERSHIP

Everyone from Direct Reports to Agencies, Vendors & Volunteers

PROJECT MANAGEMENT

Google Suite, Excel
Wordpress & CMS pro
Omniture, Google Analytics, Basecamp, Jira, Asana

CONTENT CREATION

Copywriting & Editing
Photography & Video (Studio & Location)
Campaign Calendars
SEO & Blogging
HTML & CSS
Event Design

SOCIAL MEDIA AT ENTERPRISE SCALE

Dynamic Content & Creative A/B testing

Behavioral Targeting w/ CRM/DMP partners

Facebook Insights, Curalate, Sprinklr Analytics

Mobile-first campaigns driving app installs, direct conversions & product awareness