

Digital Marketing Superhero with over twelve years' experience producing heroic results online. I use e-commerce, social media and a dynamic sense of what's next to engage consumers and propel your business forward. If you're looking for a leader who can deliver **aggressive growth in today's world of tomorrow**, send up a signal and let's do something heroic.

Hallelujah Acres, Shelby, NC

Web Services Manager, August 2009 – Present (www.hacres.com)

- **55% Growth** in E-Commerce Revenues
- **24 Straight Months** of Increased E-Commerce Sales
- **300% Increase** in Web Traffic
- Increased Social Media Presence from 0 (Yes, Zero) to **over 10,000 Facebook Fans**
- **89% Monthly** Facebook Fan Interaction
- **1,000% Increase** in Opt-In Subscribers (30k to Over 300k)
- Rebuilt and Rebranded Entire Online Presence in **First 90 Days**
- Orchestrated the **Largest Sales Events** in Company History
- Integrated Google Analytics to Measure **Online and Offline Campaign Performance**
- Instituted **Automated Online Training** Programs with Built-In Drip Marketing Capabilities
- Consolidated Vendor Services, **Saving Thousands of Dollars** Each Month While Increasing Capacity
- **Built a Team** of Qualified, Dedicated and Loyal Web Professionals

Anderson Integrated Marketing, Hilton Head Island, SC

Web Production Manager, March 2006 – August 2009

Agency Client: Savannah Convention & Visitors Bureau (www.visitsavannah.com)

- Developed Two Lead Generation / Tourism Websites for Savannah, Georgia
- Created One of Travelocity's Most Successful Partner Booking Engines
- Increased Opt-In Subscribers from 0 (Again, Zero) to Over 90,000 in One Year
- Generated Over \$250,000 in Direct Ad Sales Before the Website Even Launched

Additional Achievements

- Won 3 Regional Addy Awards
- Cut Hosting Costs in Half While Increasing Capacity
- Managed Over 125 Active Client Websites
- Worked with a Variety of Clients Including Pulte Homes (Sun City, Del Webb Communities), Real Estate Developments, Resort Communities, Memorial Health Systems, Savannah Chamber of Commerce, Pink Magazine, Embraer Executive Aircraft and a Host of Others

Aim Forward Design Studios, Springfield, MO

Lead Designer / Web Developer, January 2000 – March 2006

- Increased Travel Industry Client Web Revenues by Over \$5.5 Million Annually
- Managed Web Presence of #1 Family Radio Station in the Nation
- Helped Non-Profit Youth Organization Grow from One to Five Community Center Locations