

**EXPERIENCE**

Predator Software Inc., Portland, Oregon

*Marketing Manager (November 1999 — September 2001)*

- Directed company-wide marketing strategies as they related to key manufacturing markets. Generated creative and technical marketing tactics to achieve corporate marketing goals based on Predator's software products and the company's high-tech environment.
- Planned and executed advertising programs according to corporate and product-specific branding. Wrote media plan, established budgets, designed ads, and negotiated placement with print and online venues. Tracked results based on leads and customer feedback.
- Established new corporate identity integrating Predator's past branding with an updated mark more inline with the company's industry and market position. Produced logo and trademark standards and use guidelines, and oversaw brand consistency.
- Redefined and built collateral programs, including literature, direct mail and signage. Designed materials based on new corporate branding, lead copy development to reflect a single corporate voice, established style consistencies, and streamlined processes for improved turnaround (i.e., four brochures in five months). Maintained graphics library via FTP site.
- Implemented public relations program: Developed and maintained key contact database, including trade press editors. Organized annual editorial calendar and produced media kits. Wrote releases for business development, product launches and employee news announcements. Served as primary media contact. Tracked print and online PR placements.
- Coordinated trade show activities, including show scheduling and planning, as well as reseller participation. Developed promotionals and signage, and directed resellers on show tactics.
- Consulted resellers on regional marketing issues and strategies. Provided sales materials based on reseller requests and local needs. Coordinated localized-advertising programs and targeted press releases.
- Maintained web site by providing graphics and content for both customer and reseller web sites. Optimized web site for search engines and tracked results. Monitored competitor sites. Also provided graphics for online documentation.
- Produced, edited and distributed the *Channel eNews*, Predator's reseller e-mail newsletter.

Initial Plant Services (Ivy Hi-Lift Division), Portland/Eugene, Oregon

*NW Regional Marketing Manager (May 1997 – October 1999)*

- Oversaw all corporate marketing, including advertising, market analysis, premiums, public relations, sales collateral, trade shows and electronic marketing. Developed 18-branch marketing plan to establish market presence, define industry position and build name recognition. Increased exposure through updated sales programs and support.
- Established and maintained company-wide marketing budget.
- Developed web site, built links/partnerships with associations and suppliers, and evaluated visitor activity. Monitored competitor Internet presence.
- Defined and executed advertising programs, including ad design and placements. Wrote and implemented annual media plan.
- Built specialty event programs, such as Ivy's sponsorship of a NASCAR Northwest Tour racing team. Also developed all program-related merchandise.
- Created graphics standards and maintained consistent corporate identity.
- Served as media relations conduit for Ivy executives and branches.
- Coordinated manufacturer/supplier co-op programs. Identified and established partnerships.
- Maintained vendor relations with key photographers, print services and creative consultants.
- Managed Marketing Coordinator and Webmaster. Worked closely with key sales groups.

Extensis Corporation, Portland, Oregon

*Marketing Programs Manager (November 1996 – May 1997)*

- Managed all sales and distribution collateral programs for eight Extensis products.
- Drove production of sales/channel literature, and electronic equivalents. Worked with product managers and in-house designer to coordinate graphics, and to write and edit copy for data sheets and flyers. Ensured design consistency across all products.
- Produced “tips and tricks,” and FAQs for web site and Quick Start Guides. Created PDFs for data sheets and online documentation, and organized electronic files for CD distribution.
- Coordinated development of User’s guides, Quick Reference Cards and electronic Quick Start Guides. Contracted writers and led editing process, production and delivery.
- Directed production of product packaging. Worked with product managers and designer to organize screen shots and write copy for boxes and CD sleeves.
- Interim Product Marketing Manager from November through February. Approved packaging and promotions, including copy for advertising, brochures, data sheets, direct mail, manuals, and web page content. Also conducted market research including surveys, focus groups and industry expert discussions to define product features and specifications. Investigated and established key alliances where applicable. Performed trade show and seminar demonstrations, and met with user groups and industry press.

SDRC, CAMAX Manufacturing Technologies, Eugene, Oregon

*Marketing Communications Specialist (September 1994 – November 1996)*

- Developed, wrote, edited, produced, and budgeted worldwide marketing, sales and corporate literature. Materials included brochures, sales flyers, product data sheets, direct mail, and newsletters. Targeted audiences: CAMAX employees, resellers, customers, and corporate contacts (i.e., investors and selected investment bankers).
- Served as market development liaison for the Customer Development and Education Services groups. Included planning and writing annual marketing proposals for respective programs, and synchronizing with the media relations and trade show plans.
- Edited, wrote, and designed customer and reseller newsletters. Oversaw editorial content review and scheduling, contributor assignments, and vendor coordination.
- Managed print collateral production, while working with photographers, designers and printers (i.e., oversee on-site photo shoots, art direction and press checks).
- Provided graphic design review and consultation as needed by other team members and departments (e.g., premiums, signage and handouts for trade shows). Contributed graphics support for Web site. Managed graphics standards and use.

Bioject Medical Technologies, Portland, Oregon

*Corporate Communications Coordinator (January 1991 – September 1994)*

- Developed strategic marketing communications and public relations programs to improve corporate exposure and product awareness, and increase shareholder base.
- Managed internal and external collateral production, including creative development, design, writing, editing, vendor relations, and overall project management.
- Coordinated with designers, photographers, illustrators and printers on regular basis.
- Worked with Marketing and Sales groups to create materials such as advertisements, brochures, flyers, signage, user profiles, and guides. Purchased and placed advertising.
- Co-wrote and developed creative themes for annual and quarterly reports.
- Published corporate periodicals: *Bioject News* newsletter and clinical bulletins.
- Wrote press releases for corporate business, product updates and personnel changes.
- Served as media contact: provided background requests and coordinated interviews.
- Maintained working relationships with advertising and investor relations counsel.
- Supervised project support personnel as projects required.
- Supported departmental functions, including event planning (e.g., annual meetings and open houses), and database management for media, broker and shareholder mailing lists.

The Creative Factory, Portland, Oregon

*PR Specialist (September 1989 – November 1990)*

- Directed publicity and promotional activities for clients in local and national media via press releases, press conferences, ads, public service announcements, and television talk shows.
- Developed copy and layout for client ads, brochures, flyers, newsletters, and trade journals.
- Researched client backgrounds, products and/or services to develop press kits and talk show preparation material.
- Organized and maintained media contact and client mailing lists.

## **EDUCATION**

- Bachelor of Science, Technical Journalism; Minor, Business Administration  
Oregon State University, Corvallis, Oregon – spring 1988
- Continuing Education – Multimedia Production  
Lane Community College, Eugene, Oregon – fall 1997 through spring 1998
- Certificate of Merit: Video Script Writing  
Padgett Thompson – May 1992

## **ACHIEVEMENTS**

- Macworld Editor's Choice Award for Best Graphics Plug-in, 1997 – Extensis
- Award of Merit: Annual Reports,  
PRSA Portland Metro Chapter Spotlight Awards, 1992 – Bioject
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PRSA Portland Metro Chapter Spotlight Awards, 1991 – Bioject

## **SKILLS**

- Computer – Strong working knowledge of Mac OS, Photoshop, Freehand, PageMaker, Word, and Internet Explorer. Familiar with Windows, Acrobat, PowerPoint, FrontPage, Excel, GoLive, Netscape Communicator, Director, QuarkXPress, and Act.
- Extensive knowledge of graphic design, typography, printing processes and vendor relations.
- Working knowledge of electronic marketing including, email, World Wide Web, and portable document format (PDF). Also familiar with CD-ROM publishing and photography.

References Available