

## Marketing-Communications Leader and Producer

### *Bold Vision, Effective Management, Winning Plans, Compelling Content*

Experienced leader in high-stakes marketing and communications efforts meets challenges with confidence and eagerness. Creates plans reflecting audience analysis and focusing on measurable outcomes. Employs diverse techniques. Embraces emerging technologies while leveraging enduring principles of persuasion. Uses methodical approach to solve problems. Promotes collaboration and consensus-building, melding varied viewpoints into cohesive messages. Simplifies complex ideas into relatable concepts and messages tailored to each audience's needs. Delivers timely and budget-conscious results.

## Expertise

- Strategy and Plans for Marketing and Communications
- PR and Media Relations
- Project Management
- Graphic Design
- Writing, Editing, and Proofreading
- Digital Multi- and Omni-Channel Communications
- Social Media
- Video Production

## Work Experience

### COMMENT, LLC — Oshkosh, WI

#### Founder and Principal

July 2023 – Present

Provide strategy, plans, and compelling content for businesses looking to improve marketing, communications, and PR outcomes.

- Spearheaded pursuit of awards and recognition programs for global producer of medical devices. Effort garnered MedTech Breakthrough Award for Best Overall MedTech Company, Medical Technology Outlook designation as Top Solutions Provider in Europe, Globe Award for Customer Service Excellence, and inclusion among The Silicon Review's profiles of 30 Fastest Growing Private Companies to Watch in 2024.
- Created online media kit for growing international company. Advantages included ease of access for reporters via short URL or QRC, immediate interactivity with company's other digital assets, multimedia content, real-time editing, and improved analytics.
- Facilitated coverage in major European trade-media outlet for global business client. Prominent print and online media group published favorable profile.
- Produced print and digital meeting-guide brochure for annual summit of multibillion-dollar international company's board of directors.
- Advised prominent Wisconsin business on successful award entry to be named top company in largest size category.
- Produced ads for digital and print media on behalf of clients in insurance industry.

### MERCURY MARINE — Fond du Lac, WI

#### Communications Project Manager

July 2017 – May 2023

Planned and executed internal communications for 8,000 employees worldwide. Conducted full range of media relations activities. Supported recruiting, marketing, and sustainability initiatives.

- Upgraded annual sustainability report, launched supporting video, and built microsite. Worked with leaders of all major business units to improve content, organization, and presentation of digital and print sustainability communications. Reforms led parent company Brunswick Corporation to adopt Mercury's sustainability-communications model across its entities.
- Developed company's first online media kits, doubling distribution and enabling metrics to inform future PR decisions.
- Expanded international readership of monthly print and digital employee newsletter by 50% after broadening subject matter, strengthening editorial content, and improving design.
- Enhanced content and increased frequency of digital employee bulletins, more than doubling amount of information shared and increasing open rates by 15%.
- Crafted 28-page nomination to secure Manufacturer of the Year Award. Authored winning submissions for other awards, including Business Friend of the Environment, Sustainable Process, Top Marine Products, and Most Innovative Company.
- Increased new-hire applications with production of recruiting videos featuring testimonials from employees.
- Executed media relations, including messaging, spokesperson briefings, news releases, interviews, and events. Influenced selection and adoption of Meltwater and Cision platforms for media intelligence and social monitoring, resulting in streamlined processes and better informed decisions.
- Crafted engaging email communications, blogs, and social media posts to amplify marketing initiatives, achieving open rates up to 20% higher than norm.

## **JEWELERS MUTUAL INSURANCE COMPANY — Neenah, WI**

### **Senior Marketing Communications Specialist**

May 2010 – July 2017

Developed and executed comprehensive marketing-communications strategies to attract and retain profitable B2B and B2C business. Created communications coalescing 500 agents across North America.

- Planned and executed rollout, including advertising, of new product addressing jewelers' unique shipping needs. Product enrollment in first year exceeded projections by more than 50%.
- Orchestrated creative direct-mail and print advertising efforts, resulting in more than \$300K in new-business premium.
- Produced two successful digital periodicals, driving increases of 20% in website traffic from commercial prospects and customers. Employed additional tactics (print, HTML email, microsite, video) to further elevate website traffic and call-to-action responses, contributing to 12% YOY increase in direct written premium.
- Expanded market penetration among jewelry-trade-association members by 10% through strategic advertising and editorial communications.
- Optimized project-management workflow with streamlined review/approval process that required 50% less time.
- Fostered expansion in Canada by authoring articles for Canadian jewelry-trade publications.
- Created live webinars and on-demand training content, providing hundreds of North American jewelers with instruction in avoiding crime and preventing other types of losses at their businesses.

## **EXPERIMENTAL AIRCRAFT ASSOCIATION (EAA) — Oshkosh, WI**

### **Director of Communications**

July 2004 – October 2009

Led marketing and communications teams to develop core brand messages and support communications strategies. Generated publicity for annual AirVenture fly-in and convention. Managed media relations and member communications supporting EAA and general-aviation initiatives. Supervised two communications associates. Helped to guide marketing and publishing staff and contracted professionals.

- Provided public speaking and media-interviewing guidance to EAA Young Eagles Program chairs — actor Harrison Ford and US Airways Captain "Sully" Sullenberger — enhancing message consistency, clarity, and brand compliance.
- Spearheaded external communications efforts to defy grim AirVenture attendance projections through economic challenges of 2008 and 2009. Attracted visitors in numbers far exceeding expectations by implementing value-driven publicity campaigns.
- Introduced improved methods for major exhibitors to make public announcements at AirVenture, increasing their PR power and news exposure.
- Redesigned and upgraded AirVenture website, improving user ratings and increasing traffic.
- Achieved continuous improvement (CI) certification and trained groups of employees across organization to embrace CI methodology, resulting in less waste, streamlined processes, and reduced costs.

## **Education and Certification**

- **Three Bachelor of Arts (BA) Degrees** — William Jewell College, Liberty, MO
  - BA degrees in communications, public relations, and French
  - Editor of college newspaper
  - Recipient of The Student Service Award
- Continuous Improvement certification from Miles Associates

## **Software**

- **Operating Systems:** Linux, Windows, macOS, iOS
- **Productivity Suites:** MS Office, Libre Office, Zoho Email and Collaboration, Google Workspace
- **Graphics and Layout:** Adobe Creative Suite, Scribus, Inkscape, GIMP, Canva
- **Video Editing:** Adobe Premiere Pro, MAGIX Movie Edit Pro, Shotcut, OpenShot, Pitivi
- **Multi- and Omni-Channel Communications:** Marketo, Salesforce Marketing Cloud, Poppulo
- **Landing Pages, Websites, and CMS:** WordPress, Hostinger, Zoho Sites, Canva, CSS+HTML5, Kentico, Marketo, Marketing Cloud, UNIQODE
- **Surveys:** Clicktools, MS Forms, SurveyMonkey
- **Intranet:** SharePoint
- **Media/PR/Social Monitoring:** Cision, Meltwater, Notified, Google Analytics