



Summary

Results-oriented marketing and brand leader. Proficient in product and service development, sales enablement, innovative direct and channel marketing, ABM strategy and program development, product and team management, graphic design and website development, content creation, brand strategy, partner programs and engagement.

Specialties

- Strategic Go-To-Market Development
- Channel Marketing
- Business Development
- Big Data Consulting and Services Marketing
- Partner Alliances
- Graphic Design and Web Development

Technical Skills

- Adobe Creative Suite - Illustrator, InDesign, Photoshop, Adobe Premiere Pro
- Knowledge in basic php and html editing; versed in Wordpress configuration, design and implementation
- Versed in CRM Systems, Mailchimp, Constant Contact, Marketo, Salesforce, Workfront, AEM
- Advanced in Microsoft Powerpoint and Microsoft Word - templates, design, formatting

Work Experience

Micron - Sr. Manager, Channel Marketing Americas 2020-Present

Oversee a team to manage and develop an ongoing strategy for all Channel Marketing programs in North America, LATAM and Canada for Distribution, System Integrators, National Solution Providers, and Etail/Retail.

- Drive Micron channel marketing programs by setting clear goals, tracking against defined business plans, and driving growth across the entire channel.
- Collaborate with peers in the regional Sales organization, and global channel marketing organization to drive growth for CPG and Micron products within distributors, System Integrators (SI's), Resellers and online, and brick and mortar retailer
- Partner and influence sales, product marketing, and digital marketing teams to drive growth goals and initiatives per region and key accounts
- Manage MDF, VIR, and Coop marketing budgets aligning spend to product and account goals
- Developed ABM strategy and program to extend Enterprise and B2B Marketing reach and generate net new leads for System integrators and end customers.
- Provide competitive marketing analysis to our sales, product marketing, and pricing teams informing them of competitive promotions, price moves, and changes to marketing strategy in the region
- Lead team to develop and execute quarterly and seasonal account specific marketing and promotional plans
- Identify and oversee the development of marketing deliverables for all accounts in the region
- Manage the marketing relationships with our key customers working with their marketing teams to develop, execute, and report on account marketing activities
- Negotiate quarterly marketing contracts aligning to budget while optimizing marketing mix for brand exposure and sales growth
- Lead team to manage channel incentives and channel partner event marketing activities in the region
- Plan and implement product launch activities with go-to-market accounts
- Define, Manage and track weekly, monthly, and quarterly promotional campaigns monitoring overall effectiveness

Micron - Global B2B Marketing Manager, 2019 - 2020

Develop, coordinate and execute acquisition and engagement campaigns targeting business customers and channel partners globally.

- Partner with content marketing team to develop and promote a series of business segment and solution narratives, story lines, and blogs for B2B
- Developed ABM program for Enterprise and B2B segment globally to generate net new leads
- Consult with the channel and web teams on how to optimize the partner portal for more effective lead generation and nurture across our target regions
- Collaborate with the creative team, social media team, public relations, and web team to drive and execute new B2B strategy and targeted ROIs.
- Consult on channel marketing MDF spend to ensure that maximum ROI is achieved, and that all efforts synchronize with the larger B2B campaign strategy
- Build a robust CRM and lead nurturing program that maps out tool selection and stand-up, database management, and a consistent partner communication program

Micron - Channel Marketing Manager, 2018 - 2019

Drove B2B and Enterprise marketing initiatives for the Commercial Sales team focusing on National Solution Providers and Field Sales teams. Negotiated and maintained account marketing plans, engagement, support for customer and partner promotions, channel incentive and training programs, and lead-generation activities.

- Manage channel MDF and SGA marketing budgets
- Drive Partner Marketing programs with strategic partners to create best in class marketing plans
- Work with various Micron marketing teams to drive channel enablement
- Generate GTM strategy and promotional ideas
- Create channel specific collateral including the design, layout, and content creation when needed
- Develop product positioning and messaging that differentiates our products in the market
- Communicate the value of the products to the sales team and develop the sales tools that support the selling process of those products
- Implement channel product launches for B2B content in NA through WorldSync (content syndication) and partner account coordination
- Developed strategic GTM motions and alignment for Channel Partners

zData Inc. - Director of Marketing, 2014 - 2018

zData provides Big Data consulting and services for commercial and enterprise corporations working with top hardware and software providers for on-site and off-site consulting, managed services, trainings, and long term scalable data solutions. Oversaw all design and branding initiatives internally and externally throughout the company including public relations, branding/design activity, development, and messaging.

- Work with all partner networks to create custom campaigns and sales initiatives on a global scale
- Created and maintained partner and customer training programs
- Support sales teams including sales presentations and SOW creation
- Manage partner networks such as corporate partnerships with Microsoft, Hortonworks, Pivotal, and Amazon Web Services (AWS) certifications and cloud activity relationships
- Organize and manage all external conference marketing/sales engagements including speaking opportunities, presentations, and video production

PUSH 20four - Co-Founder, 2013 - 2014

PUSH 20four is a design, website development and consulting firm focused on the political sector. Directed and managed all business, campaign and account management needs. Specializing in services for Campaigns & Elections, Fundraising, Event Management, Graphic Design and Website Development for individual candidates and small to medium sized businesses mainly within the government sector.

Valice - Partner and Co-founder, Vice President and Shareholder, 2007 - 2012

A hosting provider and small creative agency specializing in VPS hosting, domain registration, website development and other creative design projects.

New Business Development: Generated new business by developing lasting relationships with key members in the community and targeted prospective clients through various networking channels in order to promote website and hosting sales. Grew account base to over 300 new customers.

Art Direction and Graphic Design: Oversaw all design and web related projects while working with clients on their inputs and visions for their branding goals. Emphasis on Wordpress development, design and configuration. CMS maintenance and upkeep for both asp.net and php platforms.

Project Management and Implementation: Responsible for managing projects from start to finish, conducted initial sales meetings with clients, gathered design and technical requirements for the project, negotiated and structured client proposals while creating all graphics/design elements for all mediums including print and online materials.

Community Involvement

Boise Urban Garden School - 2015 to 2018

- Board Member and Executive Committee Secretary

Boys & Girls Club of Ada County - 2011 to 2015

- Board Member and Marketing Chair - Helping the Boys & Girls Club connect with media outlets and ad agencies in order to expand community outreach and support.

Feed The Gap - 2012 to 2014

- **Mission** -The mission of Feed the Gap is to eliminate child hunger in Idaho by raising money for underfunded Idaho-based children's food programs.
- Board Member

Awards

2009 Tribute to Women in Industry (TWIN) Award Recipient

- The Women's and Children's Alliance honors women each year who have excelled in their fields and made significant contributions in executive, managerial and professional roles.

Accreditations

AWS (Amazon Web Services) Business Professional Accreditation

Education

BFA in Graphic Design, May 2005, Montana State University, Bozeman MT