

# Hello.

I'm a senior marketer who has helped a wide variety of organizations improve ROI and deepen emotional connectivity with stakeholders by guiding complex branding initiatives – from uncovering relevant insights and developing differentiated strategies, to crafting authentic narratives and creating on-brand marketing and experiences.

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Uncover Relevant Insights	Develop Differentiated Strategies	Craft Authentic Narratives	Create On-Brand Marketing and Experiences
<ul style="list-style-type: none"> <li>Competitive Analyses</li> <li>Desk Research</li> </ul>	<ul style="list-style-type: none"> <li>Brand Positioning</li> </ul>	<ul style="list-style-type: none"> <li>Brand Pyramids</li> <li>Personality</li> <li>RTBs</li> <li>Emotional/Functional Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Naming</li> <li>Tags</li> </ul>
<ul style="list-style-type: none"> <li>Research Design</li> </ul>	<ul style="list-style-type: none"> <li>Innovation Facilitate</li> <li>Innovation Synthesize</li> </ul>	<ul style="list-style-type: none"> <li>Messaging Platforms</li> <li>Themes / Sub-Themes</li> </ul>	<ul style="list-style-type: none"> <li>Logo,</li> <li>Look &amp; Feel + Guidelines</li> </ul>
<ul style="list-style-type: none"> <li>Stakeholder Interviews</li> </ul>	<ul style="list-style-type: none"> <li>Mission Vision Values</li> </ul>	<ul style="list-style-type: none"> <li>Personality / Voice</li> <li>Audience Messaging</li> </ul>	<ul style="list-style-type: none"> <li>Earned (PR)</li> </ul>
<ul style="list-style-type: none"> <li>Tools Dvlp.</li> </ul>	<ul style="list-style-type: none"> <li>GTM Strategy</li> </ul>		<ul style="list-style-type: none"> <li>Owned (Social, Web)</li> </ul>
	<ul style="list-style-type: none"> <li>Personas / Journey Maps</li> </ul>		<ul style="list-style-type: none"> <li>Paid (Social, Print, Display)</li> </ul>
	<ul style="list-style-type: none"> <li>Road Shows</li> <li>Brand Education</li> </ul>		<ul style="list-style-type: none"> <li>Marketing Materials</li> </ul>
	<ul style="list-style-type: none"> <li>Thought Leadership</li> </ul>		<ul style="list-style-type: none"> <li>Retail Design</li> <li>POS</li> </ul>
			<ul style="list-style-type: none"> <li>Direct Mail</li> <li>Email</li> </ul>
Manage Matrixed Teams AND Inform Creative Development			