

PROFESSIONAL SUMMARY

- **Accomplished Strategic Marketing and Branding Innovator** – 15+ years of experience in Sales, Marketing, Advertising, PR, Communications and Graphic Design for a variety of industries. Extensive and diverse writing, editing, and audience-specific messaging experience including Social media, Blog and SEO Expertise.
- **Devotion to Excellence and Proven Results** – Ability to leverage technology for exceptional results, appreciation for analytics and a knack for fine-tuning campaigns for desired outcome.
- **A born Leader and Team-Player** – With 10+ years of management experience, I lead by example and offer a happy, practical middle-ground between being a ‘savant artist’ and a no-nonsense ‘corporate suit.’ Proud of my integrity, ‘can do’ attitude, unparalleled work ethic and proven success managing teams and projects.

AREAS OF EXPERTISE

- SEO, SEM, PPC
- Social Media Marketing
- Email Marketing
- eCommerce Marketing
- Writing/Editing/Messaging to a variety of audiences
- Social Media, Blog and Web Content Management
- Determining and creating competitive differentiators
- Metrics generation (analytics), analysis and reporting to consistently measure and improve strategies and tactics
- Website Design; Creative Vision, Planning, Execution
- Graphic Design, Photography
- Event Planning and Flawless Execution
- Project Management
- Organized, Analytical, Efficient, Tech-savvy, Ambitious

SOFTWARE PROFICIENCIES

- Microsoft Office (Word, Excel, PowerPoint, Publisher)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, DreamWeaver)
- Google Analytics (website tracking)
- Omniture (in-depth website/eCommerce analytics)
- Marketo, Salesforce, SalesLogix and other CRMs
- GoToWebinar (hosting webinars)
- SharePoint (Project/Staff Management)
- Asana and Basecamp (Online Project Management)
- Adobe Premier (Video Editing);
- Audacity (Audio Editing)

EDUCATION

- **Master of Arts Degree, Strategic Communications** | National University; La Jolla, California
- **Bachelor of Arts Degree, Mass Communications / Public Relations** | University of Utah; Salt Lake City, Utah
- **Associate of Arts Degree, Graphic Design** | Utah Valley University; Orem, Utah

EMPLOYMENT

International & Portfolio Brand Manager | Young Living Essential Oils | June 2015 - Present

- Collaborate with senior portfolio manager in developing nutrition strategy for domestic and international markets
- Work with Product Management team to identify potential customer needs, implement the product development process and its global marketing strategy
- Serve as the International Markets Liaison
- Develop marketing projects in relationship to nutritional needs
- Develop and implement relevant, on-target product and brand messaging
- Participate and collaborate in cross-functional teams to grow our portfolio of products
- Supervise the creative needs of nutritional product releases from concept through life cycle
- Create compelling marketing and writing materials to support the sales and promotion of nutrition category (Blogs, Product Information Pages, Marketing Briefs, etc.)
- Create educational materials and campaigns in order to promote sales of the nutrition category
- Create New Product PowerPoint Presentations for Product Management Department

Marketing Communications Manager | KLAS Research | June 2014 – May 2015

- Corporate and guest blog content Manager/Editor
- Social Media Manager - all social media outlets and messaging
- Corporate Public Relations contact
- Corporate Event Planner; All live and online Event Planning and management; Contract negotiation
- Digital event set-up, promotion and execution (webinars, townhalls, conferences, etc.)
- Work with Graphic Designer to provide Creative/Design guidance
- Provide Graphic Design and Photography projects as needed

Owner, Communications Consultant | Marinda Bean Communications | April 2013 – June 2014

- Marketing, Public Relations, Advertising, Graphic Design consulting and collateral production
- Design and implement Marketing Plans
- Define Brand Strategy and Messaging
- Establish communication channels/media
- Website and Logo Design; Search Engine Optimization, analytics
- Content Creation; Research, writing, editing, multiple styles/guides

Editor, TopTenREVIEWS.com and NorthOrion.com | Tech Media Network | September 2010 – April 2013

- Responsible for quality, quantity and timeliness of content
- Supervise staff of 30+ writers, copyeditors and interns in two offices, plus off-site freelance writers
- Work as the intermediary between the Content Department and Sales Department to ensure timely delivery of quality content to fulfill clients' expectations
- Manage a vast media library to enhance the quality and quantity of images available to accompany content and enhance brand quality
- Write and copyedit content as needed; provide writing guidance and instruction as needed
- Serve as PR consultant to the President as needed
- Provide Search Engine Optimization (SEO) Research and Training to staff to increase online presence and individual story success
- Receive on-going extensive On-Screen, Search Engine Optimization (SEO) and Omniture trainings

Director of Training & Communications | Enlightened Wealth Institute (EWI) | July 2005 – September 2010

- Responsible for all out-going messages and materials; Editor of Wealth Empowerment Weekly ezine; Provide online, audio and print materials to approximately 60,000 new and existing students; Utilize video and editing skills and software programs; Create and produce products, programs and courses
- Work with Joint Venture groups to attract new students and generate leads
- Developed a new communications desktop platform to attract new users
- Provide customer service department, sales floor and events team with copy, marketing support and information required to perform optimally on an on-going basis
- Provide phone scripts, customer relations, phone etiquette and basic marketing training and some supervision to Customer Service and Call Center staff of 100+ as needed for increased performance and customer satisfaction
- Supervise Training Manager, Marketing Manager, and 6-9 off-site course instructors
- Serve as Creative Director; Work frequently with out-of-house printers, graphic design teams and mass mail production house. Provide layout and graphic design work.
- Provide customer service department, sales floor and events team with copy, marketing support and information required to perform optimally on an on-going basis; Produce sales webinars to provide sales floor leads
- Direct all corporate event planning and execution, including annual 400+ person semi-formal parties; Produce quarterly Wealth Retreat event planning materials including program schedules of speakers, bios, product features; Attend and sell at quarterly Wealth Retreats throughout the United States where dozens of \$1,500 to \$30,000 products were sold; Provide Concierge Service to high-end clients during and following special Platinum Elite, Inner Circle and Mastery events (\$30,000-\$70,000 tuition programs); Create Sales dossiers on products and programs and train Sales Staff; Collaborate closely with multi-millionaire speakers and business owners to create products and execute sales events