

Professional Summary

Marketing Strategist & Execution Lead with 10+ years of experience driving sales, digital engagement, and multi-channel campaigns across B2B and B2C markets. Skilled in email marketing, paid ads, content strategy, social media, PR, graphic design, web management, large scale marketing events, trade shows management, and corporate events.

Core Competencies

Marketing Communications • Digital Marketing • Email Marketing • Content Strategy • Social Media Marketing • Brand Management • Public Relations • Tradeshow & Event Marketing • Trade Show Execution • Campaign Planning • Copywriting • Website Management • Marketing Analytics • Project Management

Tools & Platforms

Adobe InDesign, Illustrator, Photoshop, Canva • Google Analytics, Google Search Console, UTM Tracking • Meta Ads Manager, Meta Business Suite, Google Ads • Salesforce, Microsoft Marketing Cloud, Mailchimp, Constant Contact • WordPress, Amazon Seller Central • Canva • SAP, Microsoft Office, Google Workspace

Professional Experience

Petzl America | *Marketing Strategist & Execution Lead* | Aug 2024 - Currently

- Execute integrated B2B and B2C marketing campaigns across email, social media, web, and events to support brand visibility and product launches.
- Planned, built, and optimized email campaigns using performance insights, driving increased engagement growth.
- Developed and managed social media campaigns for North American audiences, driving increased engagement, reach, and audience growth through targeted, brand-aligned content.
- Manage public relations efforts by building media and influencer relationships, securing organic coverage, and increasing brand exposure across all of North America and more than 120 media outlets.
- Maintain and update website content used to support product sales, education, SEO performance, and campaign initiatives producing the highest viewed articles in Petzl America history.
- Collaborated with global teams to align North American marketing with international strategy; authored the first two globally published articles in Petzl America history.
- Produce and manage marketing materials including digital assets, print collateral, and product storytelling content

Petzl America | *Large-Scale Event & Trade Show Marketing* | Oct 2021 - Aug 2024

- Led end-to-end planning and execution for ~20 trade shows across the U.S. and Canada, managing booth design, logistics, vendors, and budgets
- Developed event marketing strategies to increase booth traffic, generate leads, and strengthen industry relationships
- Coordinated cross-functional teams to deliver cohesive and high-impact brand experiences at events
- Managed vendor relationships and negotiated contracts to optimize event execution and cost efficiency
- Implemented a digital tracking system for 100+ demo assets across all 50 U.S. states and 10 Canadian provinces, improving equipment recovery and loss prevention by 100%

Petzl America | *Sales Account Services Representative* | May 2021 – Oct 2021

- Managed SAP-based order processing, inventory, and forecasting; maintained Salesforce accounts and resolved issues; and handled high-volume cross-functional inquiries, ensuring accurate operations and strong customer support
- Developed comprehensive SAP process documentation covering 15+ key workflows, enabling cross-team consistency, reducing errors, and streamlining onboarding

Freelance Web Design & Digital Marketing | Creator | Nov 2019 – Currently

- Designed, developed, and managed websites for small businesses while delivering digital marketing and branding strategy, managing end-to-end client projects, and creating brand assets (logos, marketing materials, digital graphics) using Adobe Creative Suite to support business growth and engagement

Innovative Solar Systems, LLC | *Marketing & Branding Coordinator* | May 2018 – Sep 2019

Solfarm Solar Co. | *Marketing & Branding Coordinator, Payroll Manager* | Nov 2017 – May 2018

Seven Months Solo International Travel | *Central America, South East Asia, Himalayas* | May 2017 - Nov 2017

ANB Education | *Host Family Coordinator & Recruiter* | Nov 2016 – May 2017

Education

Penn State University, 2015. Public Relations/Advertising & International Studies 3.5 GPA