

Experience

2002-Present Teeboom LLC President

Washington, DC

- Founded a company to serve the continuing education (CE) community with consulting services and a database software product called AccQuire—a tool to support and accelerate the sales process, improve knowledge capture and transfer processes, increase competitive advantage, and direct product promotion.
- Developed, designed, and created AccQuire in less than one year. First installation was completed within 3 months of concluding version 1.0.
- Serves as database designer, salesman, marketer, web developer, installer, phone support, and data migration specialist.
- Consults with universities on marketing best practices. Institutions include DePaul, Northwestern, and George Washington (GW) Universities.
- Consults with GW to re-establish an in-house marketing unit for the College of Professional Studies (CPS), and act as project manager of hundreds of tasks during the transition.
- Guest lecturer and exhibitor at national and regional CE conferences and trade shows.

2001-2002 GWSolutions Assistant Vice President, Marketing & Communications

Washington, DC

- Served as Assistant Vice President of Marketing and Communications for GWSolutions, its subsidiary, the Center for Professional Development (CPD), and their GW client, CPS. Focused on defining and implementing marketing and communications objectives including new student recruitment, retention and alumni relations, and incorporating strategies tailored toward program needs, target markets and cost-efficiency, for nearly 60 programs and business-to-business activities.
- Developed, proposed and administered the annual marketing and communications operating budget of \$2.5 million, resulting in \$25 million annual revenue.
- Developed, administered and managed the marketing and communications strategic plans, including promotional activities and collateral, communications activities, public relations, databases, and web sites.
- Supervised media buys for over \$900K annual spending on print, web, e-mail, radio, and transit.
- Directed the development and production of all program literature including consulting with appropriate personnel to ensure accuracy and timely distribution, managing print collateral (catalogs, mailers, brochures, flyers, posters, promotional literature, text copy, etc.), and coordination of production with proper vendors.
- Managed and standardized all external and internal marketing processes and leveraged best practices in critical areas such as project management, while simultaneously providing quality assurance for products, clients, and relationships.
- Evaluated and monitored the effectiveness of promotional strategies and refined and implemented adjustments as necessary or as dictated by changing market conditions.
- Launched integrated marketing strategy and branded marketing vehicles for all new business-to-business activities including corporate branding, sales & media kits, brochures, exhibit displays, promotional items, and the corporate web site.
- Effectively managed and grew the CPS contract by providing outstanding service and adding its Hampton Roads sites—a 12% increase in services that by year-end turned the marketing unit into a profit-center for the company.
- Managed a staff of six including graphic & web designers, a project manager, media buyer, marketing coordinator, and administrative support.
- Organized the company launch event and media campaign. Personally secured the keynote speaker, helped to create GWSolutions first 'Solution Center', and managed direction of the promotional video.

1994-2001

The George Washington University
Academic Development & Continuing Education
Administrative Director, Marketing & Communications

Washington, DC

- Managed the coordinated marketing campaign for more than 50 diverse university credit and non-credit programs generating \$25 million in revenue with a \$1.1 million annual budget.
- Managed more than 600 marketing projects/campaigns, promotions of nearly 200 events and 12,000 inquiries annually. Helped to increase enrollment by more than 350% in eight years.
- Cut costs and saved the University \$500,000 over three years through strategic management of human capital, a focus on fiscal responsibility, and integration of budget and performance.
- Initiated and managed better accounting practices and market analysis that assured the best internal procurement practices and fastest turnaround times.
- Supervised media buys for over \$400K annual spending on print, web, e-mail, radio, and transit.
- Launched University's first online banner campaign and sponsored virtual fairs, online discussions, and presence on local and education portals.
- Created integrated marketing strategy of collateral, including catalogs, brochures, direct mailers, fliers, posters, and electronic marketing initiatives.
- Oversaw the development, design and maintenance of web sites, including schematics, navigation, and content, and search-engine submissions and site optimization.
- Developed and administered customer relationship management systems to quickly and effectively respond to inquiries received through marketing and promotional activities.
- Managed a staff of seven including graphic & web designers, a project manager, administrative support, and two customer service representatives.
- Provided customer-centered services and earned a reputation for the ability to get the job done. Recognized nationally for instituting best marketing practices in industry.
- Negotiated, bid, and oversaw contracts established with outside vendors and agencies (e.g., design firms, consultants, printers, list brokers, letter shops and associated departmental relationships with GWU such as the press office, advertising and legal), including adherence to terms and conditions.
- Developed the business plan and managed the strategic marketing plan for the Marketing & Communications unit of GW's new unit: GWSolutions.
- Managed implementation of the new student system (Continuity 2000) for GWSolutions' launch, making CPD an independent unit from the University and adding e-commerce, marketing, and numerous other new enterprise capabilities.
- Earned 22 UCEA marketing awards, including "Best of Show" for marketing excellence.

Special Projects Coordinator

- Designed, developed, and implemented customized marketing databases to collect potential student inquiries, which stayed in operation for eight years collecting over 175,000 leads.
- Coordinated the design and build-out of two award-winning education centers. Planned and implemented technology infrastructure for both centers.
- Administered local and wide area networks (Novell NetWare), PCs, Macs, printers, and Internet connection installation, maintenance, training, and support.
- Served as technical point-of-contact for hardware and software purchases, installations, upgrades, and standards for office and classroom facilities.
- Built student transcript system for the unit's non-credit programs.

1992-1994

ICS Information Technologies
Project Management Associate

Vienna, VA

- Developed schedules, tracked resources, controlled costs, produced reports, and created presentation graphics by use of spreadsheets, databases, project management, and graphics software.
- Developed and implemented project tracking system using Paradox & DB2 databases and MS Project to provide project reporting for client billing.

LAN Administrator

- Administered local area network (NetWare 4.1), PCs, printers, and Communication Server (NetWare

SAA via 64K line) to Helsinki, Finland.

- Managed software and hardware purchasing, support, training, coordination, upgrading, and maintenance.

1991-1992 Priority Software Nashua, NH

Project Management Planner

- Contracted with companies to customize their planning systems and develop project management and reporting methods using Microsoft Project.
- Assisted in planning merger of six major New Hampshire banks; tasks include development, implementation, software customization, progress monitoring, presentation, and management/control of consolidation plans.
- Developed schedules, tracked resources, monitored costs, produced reports, and created presentation graphics.
- Conducted Microsoft Project training classes and post-contract support.

Education

1999-2000 The George Washington University Washington, DC

- Master of Science in Information Systems Technology
- Concentration in Business Technologies
- 4.0 GPA

1997-1998 The George Washington University Washington, DC

- Professional Certificate in Interactive Multimedia
- 4.0 GPA

1987-1991 University of Massachusetts, Lowell Lowell, MA

- Bachelor of Science, Business Administration
- Concentration in Marketing
- Minor in Math/Computer Science
- Graduated Cum Laude

Technical Proficiencies

Proficient with network administration, personal computers, presentation preparation, graphic/art, multimedia, word processing, database and spreadsheet related programs, and programming in several languages.

Professional Memberships

1997-Present University Continuing Education Association (UCEA)

Serves on Marketing Advisory Committee since 1998

Served as Chair of Marketing and Promotions Awards in 2001 and 1999

2004-Present Direct Marketing Association of Washington (DMAW)

References

Available upon request