

Offering more than 15 years of progressive IT leadership experience and 10 years of Marketing strategy, with an emphasis in Digital Strategy, User Experience (UI/UX), and Product Development.

Core Skills

- Digital Strategy
- E-commerce Optimization
- Conversion Rate Optimization (CRO)
- SEO / SEM
- E-Mail Marketing
- Analytics and attribution
- AI Automation & Chat
- Martech Management
- UX Optimization
- Agile Leadership

Platforms

- GA4, Instapage, Wordpress, Sitecore
- Salesforce Marketing Cloud
- Pardot
- Segment, PowerBI
- Optimizely A/B
- Jira, Confluence, Figma

Education

MBA- Arizona State University
BS, MIS – Kaplan University
Leadership: Notre Dame, Center for Creative Leadership
ITIL + Lean IT Certified

VP Digital Growth / Sr Director Digital Strategy

Digital Growth & Revenue Acceleration Leader

Revenue-focused digital leader optimizing performance across the full customer journey. Drives aggressive CRO uplift, AI-driven conversion, efficient paid media, and high-scale local SEO strategies. Builds digital capabilities that translate directly into revenue, lower acquisition costs, and superior unit economics.

Marketing Strategy & Performance Execution: Improved E-Commerce performance at Ideal Image & Plexus Worldwide through customer-insight-driven funnel redesign and Agile digital workflow modernization.

- **Digital Strategy Expertise:** Accelerated Sparklight's digital shift by increasing online sales from 14% → 20% of revenue and enabling self-service upgrades that drove 30% of all 2019 upgrades.
- **Professional Credentials:** Executive MBA plus advanced leadership certifications; deep expertise across digital transformation, martech ecosystems, and AI-enabled conversion.

EXPERIENCE

IDEAL IMAGE – TAMPA, FL (REMOTE) NOVEMBER 2022-PRESENT

The nation's leading aesthetics brand with over 170 locations focused on personal aesthetics and wellness services.

Senior Director, Digital Strategy (Nov 2022 – Present)

Own revenue-impacting digital initiatives across web, e-commerce, and inbound lead handling for 170+ clinics nationwide

Key Accomplishments

- Introduced multi-modality scheduling improving frictionless buyer conversion
- Led marketing website modernization improving UX architecture, SEO and product education
- Launched Instapage paid landing experiences improving speed-to-lead and media ROI
- Led content and SEO modernization unlocking expanded local coverage and conversion growth
- Implemented AI chatbot to push more inquiries into bookable appointments
- Created customer segments for paid media and email marketing efforts

Focus Areas: Revenue lift, lower CPA, scalable automation, streamlined booking

Career Progression, Continued

PLEXUS WORLDWIDE – SCOTTSDALE, AZ

APRIL 2021-NOV 2022

A global health and wellness organization that offers science-based products that enable people to improve their lives and well-being.

Director, Digital Marketing (Nov 2021 – Nov 2022)

Lead UI/UX, Content Management, Performance Marketing, SEO, and Analytics teams.

- Managed organizational structure changes resulting in several new positions and five promotions.
- Leveraged voice of the customer and analytics to redesign enrollment experience.
- Improved departmental processes by implementing Jira scrum boards.
- Serve in the mentorship program, internship program, and trust council.

Principal Product Owner (April 2021 to Nov 2021)

Lead 14 offshore development and QA resources across two scrum teams focusing on key initiatives including Ambassador enrollment, revised compensation plans, and improving back-office tools and reporting.

SPARKLIGHT (FORMERLY CABLE ONE) — Phoenix, AZ

2005 – 2020

A publicly traded provider of high-speed data, TV, and phone services for business and residential services throughout 21 states; generates more than \$1.2 Billion in annual revenue.

Director of Digital Strategy (2017 – 2020)

Oversaw and led the creation and implementation of the digital strategy companywide. Served as a key member of a Leadership team that led the corporate rebranding of digital assets from Cable One to Sparklight. Created a strategic roadmap for a digital transition collaborating with IT, Marketing, Sales, and Customer Operations, with a focus and emphasis on the User Experience.

- Drove online revenue from 14% to 20% of total company sales
- Developed a new corporate website to support the rebranding of Cable One to Sparklight in less than 4 months.
- Led adoption of self-service ordering and digital upgrades
- Reported performance directly to C-level leadership aligning roadmap to revenue goals

Earlier: Director IT Engineering — Platforms, cloud, and API transformation

EDUCATION & CERTIFICATIONS

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| ARIZONA STATE UNIVERSITY, Tempe, AZ Executive MBA, Emphasis in International Business | KAPLAN UNIVERSITY, Fort Lauderdale, FL Bachelor of Science Degree in Management Information Systems |
| UNIVERSITY OF NOTRE DAME, South Bend, IN Executive Certificate in Leadership | CENTER FOR CREATIVE LEADERSHIP, La Jolla, CA Leadership Development Program Certificate |
| ITIL Certification | Lean IT Foundations and Lean IT Leadership Certified |