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Professional Summary

Executive Marketing Leader and Agency Founder with 25 years of progressive experience specializing in high-growth B2B SaaS and regulated DTC commercial strategy. Drove organizations to a $31.5M revenue trajectory by owning P&L, integrating MarTech (HubSpot/Salesforce), and architecting GTM frameworks. Expertise in performance marketing and scaling unified customer acquisition and retention teams.

Core Competencies

Strategy & Growth: Go-to-Market (GTM) Strategy, Demand Generation, B2C/DTC Advertising, Lifecycle Marketing, P&L Ownership, Budget Management, SEO/SEM Strategy, Acquisition & Retention.
Digital & MarTech: Full-Funnel Management, HubSpot (Certified), Salesforce CRM, Pardot Marketing Automation, Paid Social (Facebook/LinkedIn), Digital Analytics (GA4), Performance Optimization, Agency Management.
Leadership & Creative: Organizational Alignment, Team Leadership & Mentorship, Project Management, Creative Direction, Brand Identity, Multimedia Production (Adobe Creative Cloud).

Work Experience

Department Lead (Operations & Sales) *Mar 2023 - Present*
The Home Depot *Mahwah, NJ*

- Directing daily strategic floor leadership and operations for a high-volume department, leveraging a $31.5M previous revenue-management background to optimize workflow and team productivity.
- Overseeing operational excellence through inventory integrity and merchandising standards to ensure peak performance during critical high-traffic shifts.
- Team performance coaching and mentoring and leading a diverse team of associates to meet and exceed KPIs in a fast-paced, customer-centric environment.
- Safety & compliance to ensure 100% adherence to safety protocols and SOPs, maintaining a Lead by Example culture during the 5:00 AM opening cycle.

Marketing Strategy Consultant (Head of Marketing/Freelance) *Jun 2022 – Present*
Consulting *Nanuet, NY*

- Directed targeted marketing strategies for 2 clients, increasing client engagement and retention by 21% within the first six months. Nonprofit and Food Services.
- Designed and launched multi-channel Go-to-Market (GTM) campaigns, acquiring 200+ new leads and establishing a foundational MarTech infrastructure that reduced time-to-market by 15%.
- Accelerated YOY revenue growth (averaging 30%) for diverse organizations (startups to 150-person firms) by pioneering scalable marketing and visibility strategies.
- Grew key social accounts by 150% in 18 months, achieving influencer status and driving a 12% increase in inbound traffic through high-impact content development.
- Elevated brand visibility by 45% and client engagement by 20% through tailored, vertically-specific digital marketing strategies.
- Identified and capitalized on two major emerging market trends, enabling clients to capture new market share and gain a 10% competitive edge.
- Streamlined cross-functional collaboration (Sales, Product, Creative), reducing average project delivery timelines by 18% and improving marketing asset adoption by 35%.

Marketing Director (Durable Medical Equipment) *Feb 2018 – May 2022*
The Landmark Group Inc. *Valley Cottage, NY*

- Directed a comprehensive brand repositioning strategy that increased annual sales to $31.5M by 2021, capturing 15% greater market share within a 2-year period.
- Scaled lead volume by 275% by architecting and deploying strategic MarTech solutions, resulting in a 40% increase in pipeline velocity and conversion.
- Drove highly profitable acquisition via Facebook ad campaigns, maintaining a cost-effective $.21 Cost Per Visit (CPV) while delivering a consistent 5:1 Return on Ad Spend (ROAS).
- Led the end-to-end redesign and launch of the corporate website and brand identity, resulting in a 15% increase in B2B form completions and a 10% improvement in DTC conversion rate.

- Orchestrated a portfolio of 8+ concurrent campaigns, strategically allocating budget to drive a 25% average lift in target audience reach.
- Refined marketing approaches using consumer behavior data, leading to a 17% improvement in conversion rates and contributing $1.2M in incremental sales.
- Instituted a formal mentorship program for junior staff (3 direct reports), resulting in the promotion of 2 key individuals and a measurable 15% increase in team output quality.

Marketing Communications Manager (CPG/Wholesale) *Oct 2015 – Feb 2018*
Bulbrite Industries Inc. *Moonachie, NJ*

- Operated a $1M+ multi-channel marketing budget, resulting in a 4:1 Return on Ad Spend (ROAS) and increasing luxury brand visibility by 40% among target affluent demographics.
- Orchestrated the multi-phase website relaunch, successfully integrating the SAP One ERP system to enable scalable DTC operations and reduce system latency by 18%.
- Architected and implemented HubSpot CRM/Marketing Automation for 150+ dealers, increasing monthly personalized dealer communication volume by 75% and boosting lead follow-up rates by 30%.
- Elevated tradeshow presence (e.g., LightFair/ICFF) and product presentation, resulting in $2.5M in immediate new orders and successfully launching a portfolio of 50+ high-margin SKUs semiannually.
- Headed and mentored a cross-functional team of 5 (Creative, Digital, Content), achieving a 20% year-over-year increase in team productivity and reducing external agency spend.
- Standardized marketing communication across all channels, leading to a 25% enhancement in brand visibility and a 17% improvement in customer engagement rates (CTR/Open Rate).
- Maintained a $1M+ marketing budget and comprehensive project documentation, ensuring 100% adherence to legal/corporate compliance and achieving 98% of all quarterly KPIs.

Marketing Manager (Global SaaS/Digital) *Jun 2013 – Oct 2015*
EyeClick Inc. *Armonk, NY*

- Oversaw global B2B SaaS marketing strategies across 14 countries, contributing to a $1.2M increase in Annual Recurring Revenue (ARR) and 20% growth in subscription volume.
- Re-engineered CRM reporting structures (Salesforce/HubSpot), reducing executive reporting cycles by 48 hours and enabling Sales leadership to generate $400K in new quarterly pipeline.
- Unified brand messaging across 7 digital and traditional channels, directly contributing to a 15% reduction in Cost Per Acquisition (CPA) and an average 25% lift in ad Quality Scores.
- Led a 25% growth in monthly web traffic and improved conversion rates (CR) by 12% by overseeing digital content and managing a $250K paid media budget.
- Integrated four core MarTech platforms (e.g., CRM, Automation, Analytics), reducing manual data transfer errors by 90% and achieving a 20% improvement in overall Customer Acquisition Cost (CAC).

Operations and Marketing Support *Sep 2011 – Jun 2013*
US Army – Center for The Army Profession and Ethic USMA *West Point, NY*

- Coordinated the fulfillment and deployment of all communications assets for the global Master Army Profession Education Trainer (MAPET) Initiative, ensuring 100% compliance with distribution timelines.
- Managed logistical and technical support for 5 annual large-scale educational summits globally, tracking event attendance metrics (50% boost in outreach) and compiling feedback data for senior leaders.
- Supported the production of 700+ multimedia assets for a Secretary of the Army-level campaign, managing version control and distribution logistics to guarantee strategic message delivery and tracking content engagement rates (22% increase).

Founder and CEO (Lead Graphic Designer and Marketing Manager) *Jun 2005 – Sep 2011*
The Andrus Group Inc. *Southport, NC*

- Founded and scaled The Andrus Group into a profitable marketing agency, driving a 35% average YOY revenue growth for a specialized client base.
- Built and led an 8-member team (Creative, Digital, Account Management), increasing overall billable hours by 20% and reducing external vendor reliance by 40%.
- Orchestrated data-informed, multi-channel strategies that resulted in a 95% client retention rate and secured $350k in recurring revenue.
- Owned P&L responsibility, strategically managing the operating budget and achieving a 28% net profit margin through proactive cost-management.
- Championed 10+ core client relationships, positioning the agency as the market leader in the Coastal NC region and generating 60% of new business through referral and speaking opportunities.

Graphic Designer, Marketing Associate, and Partner — *Nov 2001 – Jun 2005*
Copy Express & CX Inc. — *Dillsburg, PA*

- Accelerated career growth from Graphic Designer to Store Manager in 18 months, leveraging creative expertise to enhance brand identity and increase client outreach by 30% ahead of the business pivot.
- Spearheaded the company's rebranding and strategic pivot, successfully transforming a quick-print shop into a full-service media agency/retail solution which drove a 45% increase in total customer flow.
- Managed 25+ client accounts across diverse sectors, developing and executing multimedia campaigns that boosted average client engagement rates by 22% and secured $75K in new project revenue.
- Oversaw all retail operations (coffee shop/print center), reducing operational waste by 15% and ensuring a 98% customer satisfaction rating.
- Earned a 15% equity position in the restructured S Corporation, reflecting recognized leadership and operational value during the corporate pivot.

Education & **Certifications**

Bachelor of Arts: Liberal Arts, Graphic Design and Sculpture
Messiah College — *Grantham, PA*
HubSpot Inbound Marketing — *2022*
Google Ads Display Certified — 2025