
EXECUTIVE SUMMARY

Marketing leader with 25 years across regulated and mission-critical industries, including four years inside durable medical equipment (DME) where I grew annual sales to \$31.5M and captured 15% greater market share over two years. Built the demand generation engine for a Veterans Affairs federal contract, delivered 5:1 ROAS on Facebook at \$0.21 CPV, and stood up HubSpot, Salesforce, and Pardot workflows that scaled lead volume 275%. Combine medical-device marketing expertise with a former Top Secret clearance from US Army CAPE government-contracting work and agency-founder P&L experience. Target companies: Stryker, Zoetis, and other medical / life sciences innovators.

PROFESSIONAL EXPERIENCE

Marketing Director (Durable Medical Equipment) | The Landmark Group / National Ramp (Valley Cottage, NY) *Feb 2018 – May 2022*

- Led marketing for this DME manufacturer (residential and commercial ramps, mobility equipment), growing annual sales to \$31.5M by 2021 and capturing 15% greater market share among aging-in-place and post-acute-care consumers.
- Built the marketing engine supporting the Veterans Affairs federal contract, developing compliant collateral, sales enablement, and a demand program that generated \$1.2M in incremental non-VA sales while protecting the contract pipeline.
- Scaled lead volume 275% and accelerated pipeline velocity 40% by re-architecting HubSpot + Salesforce + Pardot and launching lifecycle nurture sequences tuned to clinicians, caregivers, and end patients.
- Delivered 5:1 ROAS on Facebook at \$0.21 CPV and grew organic traffic 300% YoY across B2B (dealer) and DTC (consumer) funnels; led website replatform that lifted B2B form completions 15% and DTC conversion 10%.

Head of Marketing (Fractional / Consulting) | Independent Practice *Jun 2022 – Present*

- Advise healthcare-adjacent and mission-driven organizations on brand, demand generation, and MarTech deployment; acquired 200+ MQLs and lifted engagement 21% in the first six months of each engagement.
- Stood up HubSpot, GA4, and paid social infrastructure from zero; reduced time-to-market 15% and established closed-loop attribution across paid, organic, and lifecycle channels.

Marketing Communications Manager | Bulbrite Industries (Moonachie, NJ) *Oct 2015 – Feb 2018*

- Managed \$1M+ multi-channel budget delivering 4:1 ROAS and 40% luxury-brand visibility lift across 150+ dealers.
- Implemented HubSpot CRM and Marketing Automation across the dealer network, lifting communication volume 75% and lead follow-up 30%; integrated SAP One ERP for scalable fulfillment.
- Drove \$2.5M in tradeshow-sourced orders and launched 50+ high-margin SKUs semiannually.

Marketing Manager | EyeClick (Global B2B SaaS) *Jun 2013 – Oct 2015*

- Delivered \$1.2M ARR growth and 20% subscription lift across 14 countries; integrated four MarTech platforms and improved CAC 20%.

Operations & Marketing Support | US Army CAPE at West Point (Praevius Group) *Sep 2011 – Jun 2013*

- Produced 700+ multimedia assets for a Secretary of the Army-level education campaign; supported five annual global summits reaching 440,000 soldiers. Former Top Secret clearance.

Founder & Marketing Director | The Andrus Group (Southport, NC) *Jun 2005 – Sep 2011*

- Founded and scaled a marketing agency to 8-person team, \$350K recurring revenue, and 28% net profit margin; owned P&L, client portfolio, and hiring across regulated and consumer verticals.

Graphic Designer to Store Manager | CX Media / Copy Express (Dillsburg, PA) *Nov 2001 – Jun 2005*

- Promoted to Store Manager in 18 months; earned 15% equity in restructured S Corp after leading rebrand to full-service media agency.

SKILLS & CAPABILITIES

Medical Device Marketing | DME | Healthcare B2B & DTC | Regulated Industry Compliance | Federal / VA Contracting | Demand Generation | Lifecycle Marketing | Dealer & Channel Enablement | MarTech Stack Integration | Brand Repositioning | Product Marketing | Go-to-Market Strategy | Market Share Growth | P&L & Budget Management | Team Leadership

Platforms: HubSpot (Certified), Salesforce CRM, Pardot, Google Ads (Certified 2025), GA4, SAP One ERP, Meta/LinkedIn Ads, Adobe Creative Cloud

EDUCATION & CERTIFICATIONS

BA, Liberal Arts (Graphic Design & Sculpture) | Messiah College, Grantham, PA

HubSpot Inbound Marketing Certified | Google Ads Display Certified (2025) | Former Top Secret Clearance