


**PROFILE**

Results-driven **marketing consultant**, with a balance of strategic planning and smooth execution. Proven track record for developing comprehensive long- and short-term strategies and implementing crisply.

- Strategic planning and positioning, product/service launch, campaign development
- All forms of marketing communications, from traditional branding to SEO+PPC
- Performance-oriented, results-driven, budget-sensitive

**CLIENTS / SERVICES**

	Strategy/ Positioning	Logo/ Identity	Copywriting	Media Buying	Website Dev	SEO	PPC	Social	Retargeting/ Display	e-Commerce	Market Research	Public Relations	Other
Create-A-Mattress	❖	❖	❖	❖	❖	❖	❖	❖	❖	❖	❖	❖	❖
University of Massachusetts, Amherst				❖		❖	❖	❖				❖	❖
Boston University			❖	❖					❖				
Baril Corporation			❖		❖	❖	❖		❖				❖
Off Wall Street	❖		❖		❖	❖			❖				❖
Dental Care Links	❖	❖			❖	❖	❖		❖				❖
Charles River Apparel	❖		❖	❖						❖		❖	❖
The Professional Alliance	❖		❖		❖	❖	❖						❖
Signature Brands (Betty Crocker, Paas, Pumpkin Masters)			❖		❖	❖	❖		❖	❖			❖
Gulf Energy	❖		❖		❖	❖	❖		❖	❖			❖
Coca-Cola								❖			❖		
DiningIn (food delivery service)	❖		❖		❖	❖	❖		❖	❖			❖
Cartera Commerce									❖				
BodyWorkMall.com	❖		❖		❖	❖	❖	❖		❖			
CONFIDENTIAL (Higher Education)	❖			❖	❖	❖	❖	❖	❖				❖
USPS (Imagitas)	❖				❖								
1-800-Mattress.com	❖	❖	❖	❖	❖		❖		❖	❖	❖	❖	❖
Drum Hill Ford							❖						
CreationByDesign.com	❖				❖	❖	❖		❖	❖	❖	❖	❖
CharlesPoliquin.com						❖							❖
IronGrid Technologies	❖		❖			❖							
Wordstream	❖		❖										❖
Spark Presentations	❖				❖	❖	❖	❖	❖	❖			❖
New England Retail Express	❖	❖	❖		❖	❖						❖	❖
Attendant Network Services	❖	❖	❖		❖						❖	❖	❖
MicroOptical Corp	❖	❖	❖	❖								❖	❖
Reality Bytes	❖		❖	❖							❖	❖	❖