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## **EDUCATION**

MBA Virginia Polytechnic Institute and State University, Pamplin College (1996)  
M.S. Public Relations, Boston University (1985)  
B.S. Radio-TV, Southern Illinois University (1983)

## **PROFESSIONAL EXPERIENCE**

SOUTHERN ILLINOIS UNIVERSITY-CARBONDALE, ILLINOIS (2014-2015): Instructor, advertising. Taught advertising copywriting courses for the Department of Journalism. Managed and mentored students involved in the American Advertising Federation's annual campaign competition. Served on faculty committees, volunteered for student tours, and judged high school advertising competitions.

SPARK, TEMPE, ARIZONA (2003-Present): Vice president and partner of full service advertising agency. Directs development of marketing plans for agency clients. Manages existing clients and new business efforts. Leads creative and account teams, including brand development, marketing strategy, print and interactive advertising programs, public relations, media research and planning, and copy development. Clients include small businesses and Fortune 500 companies. Work samples can be viewed at: [www.sparkdesign.com](http://www.sparkdesign.com).

TRAINABILITY, INC., SCOTTSDALE, ARIZONA (2000-2003): Director of marketing for provider of learning solutions for IT professionals. Responsible for defining market strategies. Managed all internal and external corporate communication programs, public relations, interactive, partner and channel marketing efforts, and market research.

INSTITUTE FOR SUPPLY MANAGEMENT, TEMPE, ARIZONA (1998-2000): Senior associate-marketing for national association of over 40,000 purchasing and supply management professionals. Responsible for marketing products, professional certification program and association published journal.

VIRGINIA POLYTECHNIC AND STATE UNIVERSITY, PAMPLIN COLLEGE (1995-1997): Graduate assistant for the MBA program. Assisted professors and administrative staff in research programs and event planning.

THE BIG IDEA, INC., ALEXANDRIA, VIRGINIA (1991-1994): Co-founder of creative services firm specializing in business-to-business marketing. Responsible for new business development, financial management, creative services, and client relations. Built client list of over 30 companies, associations, and government agencies.

THE WASHINGTON AGENCY, ARLINGTON, VIRGINIA (1985-1990): Senior account executive for business-to-business marketing and advertising agency. Responsibilities included account management, client relations, media planning, market research, copywriting, new business development, personnel management, and creative development.

MARVIN & LEONARD ADVERTISING, BOSTON, MASSACHUSETTS (1984): Intern for the Public Relations Department: Communiqué. Tasks included writing, media relations, office organization, and development of public relations plans.

## **RELATED EXPERIENCE/EMPLOYMENT**

PLANNING AND MANAGEMENT CONSULTANTS, LTD., CARBONDALE, ILLINOIS (1980-1983): Research assistant.  
WIDB RADIO, CARBONDALE, ILLINOIS (1983): Newscaster, feature writer, and producer.  
WSIU RADIO, CARBONDALE, ILLINOIS (1982-1983): Promotion department staff member.

## **PROFESSIONAL ORGANIZATIONS**

American Marketing Association  
Business Marketing Association  
American Advertising Federation