



EXPERIENCE.

June 2025 - Current

Marketing Manager, National Powersport Auctions

Poway, CA

- Manage and develop nationwide advertising campaigns and create publication calendar to increase department efficiency and resource visibility
- Spearhead SEO/SEM efforts in GA4 resulting in 8% increase in organic search traffic and conversion metrics MoM
- Create collateral materials to support sales staff, expanding department capabilities, and enhancing Sales team productivity and effectiveness

January 2014 - February 2025

Product Marketing & Brand Manager, Ingram Micro, Inc.

Irvine, CA

- Led global website redesign by collaborating with UX/UI designers and SEO specialists, improving device compatibility and search ranking, resulting in 20% increase in website traffic
- Implemented Google Analytics strategy to drive monthly advertising and email campaigns, raising quarterly sales by 10%
- Produced website content and organized feature enhancements to global sites while adhering to brand and business objectives, improving brand perception
- Developed marketing brochures and collateral, collaborating with Design and Product teams enhancing Sales team productivity and effectiveness
- Created social media strategy and content development by leading cross-functional teams, increasing brand awareness and gaining 40% more subscribers
- Executed retail product packaging and supporting inbox documentation, working closely with Legal and Customer Service teams, reducing customer service issues
- Led and mentored four graphic designers, both in-house and offshore, enhancing departmental productivity
- Supervised multiple agencies for videography, copywriting, photography, translations, and web development, expanding department capabilities

January 2007 - January 2014

Senior Media Designer, Tickets.com/MLB Advanced Media

Costa Mesa, CA

- Produced software video series by managing \$20,000 budget and coordinating with video agency, reducing sales team travel expenses and improving remote customer education
- Improved efficiency of email marketing program, increased subscribers by 200,000 in a year
- Created and produced micro-sites with CSS and W3C Compliant HTML improving website usability
- Led design of motion graphics for events and conferences increasing traffic and attendance
- Designed, programmed and maintained global corporate websites, installing Joomla CMS, saving IT resources
- Aided in SEO/SEM efforts on corporate website to increase site ranking and page views

SKILLS.

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere; Final Cut Pro
HTML, CSS, Javascript, JQuery, Magento CMS, Wordpress, Microsoft Office, MacOS and Windows

EDUCATION.

Bachelor of Arts, Art | Concentration: Graphic Design
California State University Northridge

