



HEAD OF MARKETING

A growth-minded and performance-driven marketing leader with expertise in direct-to-consumer (D2C) marketing, brand development, digital marketing, retail/e-commerce sales generation, and spearheading new product launches within dietary supplements, CPG, pharmaceutical, and healthcare industries.

- Strategic analyst who evaluates key market data and consumer insights to create innovative, high-ROI multichannel strategies that penetrate/expand sectors, target new demographics, and adapt to constantly evolving market needs.
- Trusted thought leader who communicates vision and value of key initiatives to gain buy-in from executive stakeholders. Innovative visionary who spearheads solutions to strengthen brand awareness, drive customer engagement/loyalty, and achieve sustainable YoY sales growth and profitability.
- Empowering team builder and dynamic coach and mentor who cultivates individual strengths, values all team members, and encourages career growth and professional development. Creates a culture of autonomy, innovation, free thinking and collaboration across departments to position brands as industry leaders and align all members toward a common mission and vision.

MARTECH EXPERIENCE HIGHLIGHTS

Proven history of boosting lagging online and retail sales through digital transformation and building successful e-commerce programs from the ground up:

- **Optimizing SEO/SEM, PPC, and Amazon marketplace strategies** to elevate brand visibility, drive traffic/engagement, and boost conversions.
- **Creating direct-to-consumer (DTC) e-commerce sites** utilizing AI-powered personalization to enhance UX, optimize product pages, and integrate subscription/loyalty program options to drive recurring revenue.
- **Developing robust omnichannel retail strategies** integrating off-platform e-commerce with brick-and-mortar stores.
- **Brainstorming data-driven ad campaigns** through paid search and social media using customer insights to optimize ad spend and maximize ROI.
- **Launching on emerging platforms and e-commerce sites** to reach new customers, increase revenue streams, and expand into new markets.

CORE COMPETENCIES

Marketing & Branding Strategy • Omnichannel Marketing • D2C Marketing • Social Media Marketing • GTM Strategy
Product Commercialization • SEO/SEM • Lead/Demand Generation • Retail Partnerships • E-Commerce Expansion
Digital Transformation • Market/Consumer Research • Marketing Automation • Inbound Marketing • Content Marketing
P&L Management • ROI Optimization • Strategic Planning • Team Building & Leadership • Coaching & Mentoring
Cross-Functional Collaboration • Performance Management • FDA/Regulatory Compliance • Risk Management

Konsyl Pharmaceuticals • Easton, MA • 2023-Present

Manufacturer and distributor of SITZMARKS RX medical devices, sold directly to physicians, and Konsyl DTC dietary supplements, available online and at major retailers including Walmart, Target, Kroger, Walgreens, and Amazon.

Head of Marketing

Lead a cross-functional marketing team to develop high ROI omnichannel marketing strategies to drive brand visibility, expand market share, build customer loyalty, and generate e-commerce/retail sales across diverse product lines. This includes social media/influencer marketing, cross-platform digital strategies, national media placements, and in-store promotions in collaboration with big-box retail buyers.

- Transformed low sales by building a robust e-commerce program and implementing strategies to boost retail sales. This included an overhaul of the brand's Amazon store and catalog, resulting in a 200% increase in sales YoY.
- Generated a boost in retail sales via a GTM strategy to launch products online first to expand market reach and drive traffic.
- Expanded target audience and attracted a new customer base through strategic social media engagement, influencer collaborations, and a refreshed brand identity, driving 60% of online sales from new-to-brand customers.
- Developed and executed go-to-market strategies for new product launches, driving product line expansion, increasing market share, and boosting sales in the dietary supplement space.
- Leveraged key market data, consumer insights, SEO, PPC, and Amazon marketplace strategies to optimize digital marketing initiatives, elevate brand visibility, drive traffic/engagement, and boost conversions.

- Built a high-performing marketing team by providing coaching and mentoring to direct reports and fostering cross-departmental collaboration to ensure the successful execution of strategic initiatives.
- Partnered with quality and regulatory teams to ensure all marketing verbiage, product claims, and press releases adhered to FDA guidelines and regulatory standards to mitigate legal risk.

Focus Laboratories/Paragon BioTeck • N. Little Rock, AR • 2016-2023

Specialty pharmaceutical company focused on developing and commercializing innovative RX, OTC, and D2C products. Specialize in eye care solutions, including diagnostic, therapeutic, and surgical products and dietary supplements.

Senior Director of Marketing

Led a cross-functional team in conceptualizing and launching integrated marketing social media campaigns, branding initiatives, and GTM strategies for new OTC, Rx, and medical device products aligned with market needs and Focus Laboratories and parent company, Paragon BioTeck, corporate goals. Oversaw the creative direction and production of all marketing materials, including packaging, labeling, digital assets, promotional content, and sales collateral to ensure brand consistency and customer engagement.

- Transformed B2B marketing operations by automating content-driven strategies and collaborating with sales to enhance physician engagement to expand customer base and drive revenue growth.
- Assisted the VP of Product Development and regulatory teams to obtain FDA approval for three RX products. This involved overcoming FDA issues and other business challenges to propel the D2C business line and generate millions in revenue.
- Launched four new dietary supplements on the e-commerce market and Amazon, driving millions in revenue.
- Played an integral role in positioning the company as a multi-line distributor with ~500 SKUs sold directly to eye doctors.
- Doubled D2C sales YoY, leading the segment to become the most profitable division and enabling a profitable patent sale, part of the original vision/business model.
- Leveraged data-driven insights to assess competitive landscapes, identify emerging trends, optimize P&L/resource allocation of a seven-figure marketing budget, and maximize campaign ROI.
- Boosted sales volume and revenue by partnering with the VP of Sales to train inside and outside sales teams on product features and benefits and adhering to FDA regulations while pitching to doctors.
- Mitigated legal risk by partnering with quality and regulatory teams to ensure all marketing verbiage, product claims, and press releases adhered to FDA guidelines and regulatory standards.

EARLY CAREER

Director of Marketing | TNA HealthCare Staffing

- Launched the marketing department and the company's social media presence from the ground up, which transformed a small healthcare recruitment company to one of the country's top ten largest health professional staffing firms.
- Grew lead generation 80%+ YoY and created strategic marketing plans that increased brand awareness and drove significant revenue growth.
- Increased the number of new temporary healthcare workers on contract from 110 to 1500 by introducing the largest travel nurse community forum and coordinating major national networking/community events in partnership with Monster.com.

EDUCATION & CREDENTIALS

Associate's Degree in Marketing, Gulf Coast Community College

GMP (Good Manufacturing Practice) Certified

Completed FDA Nutraceuticals & Supplement Structure Function Claims Courses

Technical Skills: Adobe CS | MS Office Suite | Google Ads/Analytics/Search Console | Meta Ad Manager | HubSpot Expert
Hootsuite | Shopify | WordPress | Magento | WooCommerce | BigCommerce | Sales Force Marketing Cloud / Pardot | Asana
Monday.com | Trello | ClickUp | Klaviyo | Mailchimp | SEMrush | Walmart Connect & Walmart Seller Center
Amazon Seller Central and Amazon Advertising