

L PROFILE

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Content marketer with ten years building the connective tissue between complicated products and the people who have to buy, sell, and use them. Six years leading content and brand programs for a hospitality SaaS platform, spanning campaign architecture, customer proof, sales enablement, and the brand system underneath all of it. Works well where the product isn't self explanatory and someone has to decide what the story actually is before anyone makes anything. A production background means realistic scoping, credible direction of writers and designers, and high output quality without a large team.

L EXPERIENCE

01

Creative Lead

FEB 2018 – JUN 2024

Quore

FRANKLIN, TN

Cloud based operations and workflow platform for hotels.

- **Conceived and led two persona driven campaigns**, "Together, with Quore" and its follow-on expansion "Quore Users," built on the customer personas defined in the company brand guidelines. Designed both modular from the start so individual persona segments could be pulled and reused for specific trade shows and partner events rather than rebuilt each time.
- **Owned content for the company's largest enterprise account**, working with its dedicated account manager, its property managers, and the account's own marketing and branding teams to produce campaigns inside their brand system and operational templates. Directed a writer and a designer across internal marketplace ads, product demos, and refresh training built around the account's own cleaning and inspection protocols.
- **Led launch and adoption content for the company's paid add-on product**, mapping the ad campaign and the follow-on post-update training series directly to the feature releases existing customers needed to adopt.
- **Built and sustained a templated short-form video series** that ran roughly two and a half years, using one fixed format so new product topics could be turned around quickly without redesigning the creative each time.
- **Designed a 10×20 inline booth for a major industry trade show**, anchoring the floor message to customer proof points and the platform's core product categories, plus a separate modular booth built specifically for reuse across multiple shows.
- **Turned partner integrations into buyer facing stories**. On one integration launch that arrived with no usable partner marketing assets and a fixed release date, ran the outreach to source material and produced the announcement piece end to end, from script through sound design.
- **Led customer proof content**, including case studies filmed on site across the U.S. and Europe, structured around the customer's operational problem and outcome and distributed across video, web, and social for sales use.
- **Contributed to the company brand guidelines**, including a significant share of the writing and the cross departmental interviews behind it, and to the persona framework that later became the backbone of the campaigns above.
- **Produced a library of 75+ instructional and promotional pieces**, including a dozen plus explainer animations translating individual product features into plain language support content.

Enterprise IT solutions provider serving business, government, and healthcare.

- Produced marketing content for a technical solutions catalog, including explainer videos, trade show reels, and web campaign assets.
- Worked directly with sales and engineering to translate solution architecture detail into material reps could actually use in active pursuits.
- Contributed to campaign and pitch content supporting pursuit of high profile enterprise accounts.

- Content and campaign work for B2B and nonprofit clients including United Way, Open Doors International, and RideTV.
- Manufacturing and industrial engagements covering training content and product visualization, where the product is difficult to explain without showing how it works.
- Manage engagements end to end: scoping, messaging, scripting, production, and delivery, frequently coordinating outside voice and design talent.

L CAPABILITIES

02

CAPABILITIES		2026
STRATEGY	Content strategy, campaign development, brand and messaging systems, persona development, editorial planning	01
GO TO MARKET	Sales enablement, customer case studies and proof, product launch content, trade show and event marketing	02
PLATFORMS	HubSpot, WordPress, Figma, Jira, Asana, Slack, Google Workspace, Microsoft 365	03
PRODUCTION	Adobe Creative Cloud, DaVinci Resolve, Cinema 4D, Blender, motion graphics, photography	04

L EDUCATION & CREDENTIALS

03

EDUCATION

BA, Media Arts

University of North Texas

DENTON, TX / 2015

TRAINING

SQL (Coursera)

Power BI (Udemy)

Intro to Relational Databases, IBM

CREDLY VERIFIED / 2025

AWARDS

Lone Star Emmy Award

2012

Telly Award

2012