

work experience

- Current Owner, Folio Marketing, LLC
- Current Creative and marketing services freelancer, Domo Domo International Marketing Group, Cincinnati, OH
- Current Marketing Chairperson, Association for Consulting Expertise, Portland, ME
- 2002-2009 Planet Dog, Portland, ME. Brand & Product (Marketing) Champion
- Responsible for all "lifestyle brand" marketing and communications for company's whole sale division, retail website, Company Store and foundation, including advertising, public relations and product development
 - Launched B2B commerce website and redesigned consumer website
 - Oversaw print catalog production; wrote copy for catalogs, websites and brochures
 - Developed, implemented and managed product development cycle through final launch
 - Developed, implemented and managed marketing campaigns and e-newsletters
 - Designed graphics for several products and produced product hangtags
- 1999-2002 eZiba.com, North Adams, MA. Web Production Manager & Marketing Manager
- Responsible for creating process by which handcrafted goods from around the world could get posted to an e-commerce website (image, copy, product specifications)
 - Responsible for list management for catalog, press checks and life-cycle projections
- 1987-1999 L.L. Bean, Freeport, ME. Multiple levels of leadership positions in operations; Project work for Office of the President
- Managed over 200 people in Team Leader, Supervisory and Management positions
 - Responsible for \$2 million budget, process improvement and people management

non-profit/board experience

- 2008-current Maine's Adoption Leaders Team, Member
- Helped lead team of private, non-profit and governmental entities to establish Maine's ADOPT license plate
 - Designed campaign materials including the plate, email blasts, posters and flyers
- 2006-2009 Planet Dog Foundation, Board of Directors
- 2005-2008 Riding To The Top Therapeutic Horseback Riding, Board of Directors; Secretary 1 year

education

- 1986 B.A. In English, University of Maine, Orono, ME
- 2007 Adobe Illustrator, Sterling Ledet
- 2009 Digital SLR Photography, Maine College of Art, Continuing Studies Track

software proficiencies

Adobe Creative Suite, Microsoft Office