

Employment

July 2018 – June 2020

UniLink Inc.

Marketing & Business Development Specialist

- Create whitepapers for product lines and brand manufacturer specification sheets for digital distribution
- Monitor website traffic and industry news to generate daily leads for sales team
- Create contact lists and content for company e-blasts
- Create new pages and make updates to company website using CMS and WordPress platforms
- Coordinate trade show and conference logistics on behalf of the company (5-10 shows annually)

Aug. 2015 – June 2018

Flower City Printing, Inc.

Marketing Communications Coordinator

- Create marketing collateral for company and affiliates
- Coordinate the production mailings (over 500 specialized kits annually)
- Conduct compliance audits for company certifications and programs (2-4 annually)
- Plan corporate events (2-4 large events annually, with frequent smaller meetings)
- Manage content for corporate social media (increased followers by 58% in the first year of moderating corporate LinkedIn page with continued growth trends)

Aug. 2013 – June 2018

Panther Solutions, LLC (an affiliate of Flower City Printing)

Marketing Specialist

- Create marketing materials for clients seeking diverse suppliers
- Complete and manage supplier diversity registrations and certifications (50+ annually)
- Coordinate and manage trade show booth at supplier diversity shows (1 large and 1-3 smaller shows annually)

Aug. 2012 – Aug. 2015

Flower City Printing, Inc.

Marketing Analyst

- Generate and qualify leads
- Assist in the production of mailings
- Assist sales team in creating presentations
- Catalog and maintain sample library
- Distribute samples to customers as requested

Education

2007-2010 Ithaca College

Integrated Marketing Communications

Communication Management & Design, minor

Expertise

Adobe Creative Suite

Highly proficient in InDesign. Familiar with Photoshop and Illustrator.

Project Management

Experience in seeing complex projects from start to finish in a variety of media.

Printing

Comprehensive understanding offset, flexographic & digital print production processes.

Supplier Diversity

Understanding of the importance and complexity of Supplier Diversity Programs & their registration processes, particularly for Minority-Owned Business Enterprises (MBEs).