# Successes

* Created strategy for dev audience that improved engagement by 790% on ibm.com home page

2020-2021, I represented the content discipline on a team whose goal was to use the Carbon design system along with Drupal v19 CMS to create a more pleasant and brand-worthy user journey for visitors to IBM Cloud and Cognitive Systems’ 170 product pages.

The results:

Uplift in primary CTA CTR for key pages

* Pricing (demo) +176%
* Get started (consult) +123%
* Resources (consult) +122%

Average uplift of +18% in page engagement across the board

* Pricing +6%
* Get started +30%
* Resources +12%

I am an unabashed capitalist who serves as a creative innovator, ensuring that the voice of IBM resonates, and creating demand with compelling content. You can expect me to be positive, experienced in the nuances of IBM, and pragmatic. My role as Creative Director at Raymond James honed the honeyed nature of my presentation skills.

I'm an entrepreneur who has successfully created, marketed and sold both a product and a service. When I worked in magazine publishing, I served as president of my state industry association. When I worked a creative job in finance, I became a member of the Security Industry Association Sales and Marketing Committee

I'm a good leader because I listen. I know that good ideas can come from anywhere.

# Areas of Excellence

|  |  |
| --- | --- |
| * Digital content strategy
 | * Laser focus on sales
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| * Metrics and testing
 | * Writing short
 |
| * Presentation with passion
 | * Management of multiple projects
 |
| * Telling the relevant story
 | * IBM processes for content and copy
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# Experience

## **Writer, IBM Blue Studio** (consultant through APC) June 2016 – current

## Editor, **ibm.com home page** (consultant through APC) June 2014 – June 2016

## Marketing Writer, ITSO, **IBM** (IBM Long Term Supplemental employee) Oct 2011-June 2014

## Marketing Writer, **IBM** ITSO(consultant through Infinite) Apr 2008– Oct 2011

## Marketing Consultant, **Ceridian Human Resource Solutions** July 2006 – June 2014

Owner and Principal, **Affluent Touchpoints Inc.** Feb 2008 - Dec 2008

Editor and writer, **Jabil Circuit Inc.** Aug 2008 – Jan 2012

Creative Director, **Raymond James Financial** May 2005 – Dec 2007

Owner and Principal, **CoolSistas LLC** Nov 2005 – Apr 2006

Marketing Communications Writer, **Ceridian Human Resource Solutions** June 2000 - May 2005

Director of Production for Publications, **Arthritis Foundation** Dec 1994 - Aug 1996

Print Manufacturing Consultant, **self-employed** Jan 1992 – Dec 1994

Production Manager, **Trend Magazines Inc.** Dec 1981 - Jan 1992

# Education

## BA, Linguistics, BA English Literature, **University of South Florida**

Double major with honors

# Leadership

## Member, 2005, **Securities Industry Association Sales and Marketing Committee**

## President, 1990, **Florida Magazine Association**