

Work History

Feb 2014- Present FSR, Inc.

Woodland Park, NJ

Director of Business Development, Education

- Design strategy and course to increase brand awareness and product visibility in higher education vertical; demand creation, thought leadership.
- Increase revenue, visibility, and profitability through innovative, inexpensive and effective content and digital marketing campaigns.
- Develop case studies*, video case studies*, focus groups*, dedicated market social media presence*, blogs*, training & networking events*, association (AIA and Avixa) CEU approved training presentations. *Firsts for FSR.
- Evaluate and analyze competitive product placement; determine market status and positioning.
- Align company with targeted groups and associations. Attend and present as SME to attendees.
- Complete campus tours and site visits; report on knowledge gained in-field; coordinate feedback with factory to help develop new or enhance existing product lines.
- Create higher education loyalty program.
- Participate in targeted podcasts, write articles for industry publications, coordinate partnerships with industry specific media agencies to position company as thought leader and resource.

2007-Jan 2014 Projector Lamp Services D.B.A. RelampIt

Bohemia, NY

Marketing & Sales Manager then Partner (start-up)

- Grew sales from \$75,000 to \$3.3 million (10-15% NET profit)
- Participated in officers' meetings, business plan development, strategic planning, financial forecasting.
- Developed new marketing/ branding strategies and budget. Built website, content, print and digital advertising plans and social media presence.
- Helped transition company from a department within a start-up R&D firm (eele), to an independent and profitable LLC; focus on company culture, ethical business practices and customer support.
- Evaluated efficiencies and deficiencies within front end departments. Initiated necessary changes, action plans, etc. to meet or exceed established standards and goals.
- Analyzed market trends & competitive positioning. Wrote sales & marketing sections of business plan.

2005-2007 eele Labs, LLC

Bohemia, NY

Sales & Marketing (start-up)

- Developed & documented company's first sales order, customer mgmt & inventory control processes.
- Created pricing tiers and finalized profit margins for new products.
- Researched and reported on campaign/ promotion success, monthly sales progress, SWOT analysis and competition status.
- Built web presence and e-commerce business.
- Implemented lead-tracking/ CRM system; trained sales staff.

1999-2005 Qosina Corp.

Edgewood, NY

Product Development/ Product Management/ Marketing

- Researched markets; recommended new products identified to increase revenue/ profitability.
- Created and analyzed success of marketing campaigns.
- Constructed MarComm materials and disseminated press releases.
- Supported Business Development department in maintaining and expanding company relationships.
- Assisted with layout and proofing of 300+ page catalogs.

Education

BA, Psychology

St. Joseph's College, Patchogue, NY

Major, Psychology

Fordham University, Bronx, NY