

### Qualifications

Results-driven content and marketing specialist enhances access and increases awareness through advanced knowledge of the creative process and a capacity to identify specific needs of the user base. Leads by example and takes initiative to independently discover opportunities for improvement through formulating conclusions and recommending cost-saving solutions. Delivers integrity, superior interpersonal skills, and an intellectual curiosity to execute research and consistently ameliorate systems. Keen on implementing new strategies to service the demands of diverse, growing, and continuously-evolving online social communities. Former professional skimboarder and world touring bassist. Highly-skilled in:

*Compelling Storytelling*

*Content Integration*

*Social Campaign Creation*

*Asset Management*

*Creative Curation*

*Digital Marketing*

*Concept Development*

*Brand Identification*

*Strategic Alignment*

### Professional Experience

KNOCK KNOCK MARKETING, Santa Ana, California

***Content Director / Marketing Strategist, February 2017 - present***

- Content development - drive conversions and increase SEO via thoughtful, creative, and calculated content and collateral.
- Brand identity - ensure positive global recognition for clients, assist in defining corporate images, elevate brands above and beyond the competition.
- Social marketing - create online personas for customers, bolster reputation, and schedule routine interaction with consumers on popular social networks.
- Creative visionary - see the future and implement an effective strategy to realize it.

CONTENT COWBOY, Huntington Beach, California

***Freelance Content Writer, September 2014 - present***

- Create stellar, impactful content pieces for a plethora of clients in a variety of industries, including: travel, apparel, transportation, real estate, gaming, audio production, and lifestyle.
- Establish fortifying relationships with vendors and subcontractors in the connected digital marketing network.

BANDAGO, Nationwide & San Francisco, California

***National Fleet & Operations Manager, September 2006 - April 2015***

- Created standard practices amongst national fleet while maintaining unique identities for each office.
- Conducted extensive market research and real estate acquisitions in order to initialize branch startups for specialty vehicle rental business throughout the country.
- Established training regimen and oversaw recruitment for existing and future branches.

FIRST TEAM REAL ESTATE, Mission Viejo, California

***Licensed Realtor, licensed since April 2004 - present***

- Secure listing agreements and sales in the volatile Southern California real estate market through detailed presentations and understanding the art of negotiation.
- Manage listings portfolios for private investors by developing a detailed property database, market forecasting, and investment.
- Provide alternative pricing recommendations through observing and assessing comparative market analyses.

### Education

DOMINICAN UNIVERSITY, River Forest, Illinois

***Master of Library and Information Science, Beta Phi Mu Honors***

CHICAGO MUSICAL COLLEGE (ROOSEVELT UNIVERSITY), Chicago, Illinois

***Electronic and Traditional Graduate-Level Composition***

WABASH COLLEGE, Crawfordsville, Indiana

***Bachelor of Arts in Music, minor in Philosophy***