

I am a seasoned marketing communications professional with extensive experience in online and content-driven marketing, with nearly 20 years of experience in online social media. I'm looking for a social networking, new marketing and PR 2.0 role in a dynamic organization. I thrive in the hectic, always-changing environment of the successful entrepreneurial company.

### Particular strengths

- Expert understanding of Web 2.0 and new social media strategies
- Online content expert, including development, strategy and management
- Leadership and fostering of team gel
- Strategic thinking and analytical skills
- Flawless execution
- Exceptional communication skills

### WORK HISTORY

2004-present

**Exclusive Resorts** (a fast-growing travel company), Director of Member Communications  
Developed world-class marcom program focused on building and sustaining customer loyalty, leading to 96% customer satisfaction rate and 47% of new business coming from referrals. I recently won an award for employee excellence, as have two of my direct reports. I manage:

- Web content, design and content management (multiple sites)
- Development and management of popular customer forum and blog
- Interface with IT to create and enhance online communication with customers
- Creation of compelling sales collateral
- Integration of multimedia components of Web site including video and audio
- Creation and production of member magazine (electronic and print)
- Customer survey and market intelligence programs, and more.

2000-2003

**Telesonix, LLC** (a sole proprietorship), Consultant

Consultant to businesses of all sizes on marketing, communications, CRM and other software implementation. Clients included the Sommelier Society of America, Xanterra Parks & Resorts and the province of British Columbia.

- Conducted compelling presentations to diverse audiences
- Learned and practiced exceptional project management skills working alongside PricewaterhouseCoopers
- Created Web sites and ongoing content, including site coding

1999-2000

**SUSTAIN Technologies** (a small software company), Manager of Training and Support

- Created an innovative program to align support, communication and training for our customers.
- Built a new customer help desk from the ground up.

1994-1999

**Quindecia Corporation** (a technology consulting firm), Marketing Manager

This small company required consummate flexibility and the ability to always think quickly on my feet. My contributions to Quindecia included:

- Development of marketing collateral
- Creation of newsletters and Web content
- Organizing and speaking at trade shows
- Creating and conducting complex software demos and sales presentations

- Business analysis and implementation consulting
- Media relations
- Development of white papers, help files, technical manuals and training materials

#### **OTHER SKILLS AND ACCOMPLISHMENTS**

- Published novelist
- Speak fluent French and basic Russian
- Excellent computer skills and complete comfort with technology, including Web 2.0
- Dynamic and effective public speaker

#### **EDUCATION**

B.A. in History from U.C. Berkeley, 4.0 GPA

#### **MAJOR ACCOMPLISHMENTS**

##### **Management**

- Managed province-wide implementation of case management software for the justice system in British Columbia
- Working for an industry-leading luxury travel company, personally developed a world-class marketing communications team from the ground up
- Successful project management and oversight for dozens of complex projects over the course of my career

##### **Communications and marketing**

- Development of highly effective print collateral
- Development of superior sales support and channel partner sales tools
- Creation and maintenance of online press room and media materials
- Creation and maintenance of content, both copy and images, for numerous Web sites

##### **Writing and editing**

Have written and edited professional copy for multiple audiences including:

- Web copy
- Marketing and sales collateral
- Industry articles
- Editorials and advertorials
- Customer and employee newsletters
- CEO letters and blog for customers
- Annual reports
- White papers, software manuals and help files
- Press releases, fact sheets and other material for the media

##### **Web content creation and maintenance**

- Creation of content for multiple sites including portals, reservation system site, online press room, public-facing marketing site, and more
- Creation of robust content management processes for complex sites
- Four W3 Awards in 2006 (silver awards in the travel, real estate, hotel & lodging and tourism categories)

##### **Web 2.0**

- Strong presence in online community since 1989
- Successful blogger (remarkable communication) at <http://remarcom.typepad.com>
- Write and maintain popular corporate blog for Exclusive Resorts
- Forum moderator for Exclusive Resorts and other sites
- Community leader with Seth Godin's Squidoo