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SUMMARY OF QUALIFICATIONS

Seeking a position that offers involvement in marketing and/or interactive. I offer experience in the telecom and food industry, with emphasis in e-marketing, mobile, loyalty, e-commerce, & process improvement. My major accomplishments include:

- Doubling the Quiznos loyalty database in 2.5 years, while maintaining a 50% open email rate using segmentation, then doubling it again using local store marketing efforts
 - Increased opt-in conversion rate by 50% with A/B testing of loyalty sign-up
 - Implemented an in-house email system (Lyris) that allows segmentation of users at a cost savings of 75%
 - Member of the team that doubled revenue three years in a row on Qwest.com
 - Created & implemented new social media strategy that saved \$150k in media spending
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PROFESSIONAL EXPERIENCE

Quiznos / Marketing : 5/05 – 2/09

Director of Internet/Interactive Marketing

- Defined & implemented the overall internet strategy for quiznos.com (including mobile), deliverybyquiznos.com (online ordering), microsites, & sister properties
 - Created & oversaw all social media channels (Twitter & Facebook)
 - Webmaster (creative & development) for Quiznos.com
 - Created, implemented, & tracked online advertising, search, & search engine optimization
 - Created, implemented, & tracked metrics for consumer loyalty & email programs
 - Defined & implemented all emarketing programs (including mobile, video podcasts, value – add, gaming, and other emerging technologies)
 - Managed relationships with multiple agencies and vendors
 - Worked with franchise owners to help local store marketing
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Qwest / Marketing: 1/01 - 4/05

Producer of Qwest.com & Intranet

- Managed a team of web designers & developers
 - Project managed new web projects and production budgets (qwest.com / intranet)
 - Assisted in developing intake & workflow for web campaigns/projects
 - Gather business requirements and develop high level design for web campaigns
 - Conducted web analytics – "a/b" testing
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Qwest/USWEST.com / Human Resources: 2/00 - 1/01

New Media Manager / Project Manager

- Managed design & content of 'qwest.com/jobs' internet and intranet sites
 - Developed recruiting collateral, web, and multimedia marketing materials
 - Integrated both classic U S West & classic Qwest human resource intranet sites
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U S West / Information Technologies - Global Village Labs: 2/98 -1/00

Marketing Manager

- Designed, developed, & deployed interactive presentations, training and marketing materials
 - Project managed user interface and multimedia projects
 - Planned events for product launches & technology conferences
 - Developed and produced front-end internal/external web sites
 - Member of U S West/Qwest transformation merger committee
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U S West / Public Relations: 6/97 - 1/98**New Media Manager**

- Produced & managed the V.I.N. (video information network: in-house cable information channel)
- Developed and produced internal web sites
- Developed presentations and multimedia applications
- Produced voice-over & production of company wide voice-mail

University of Kansas Special Education: 1/96 - 5/97**Multimedia Producer/Teaching Assistant**

- Produced broadcast PSAs, interactive CDs, and web-based multimedia presentations
- Designed, developed, and produced interactive Spanish Culture CD
- Taught 'Intro to Multimedia/Web'

KJHK 90.7 FM (University of Kansas): 9/94 - 5/97

- Management: Station Manager (12/95-12/96)
- Production: Production Director (1/95-12/95)
- News: Anchor, Reporter, Talk show producer (9/94-12/95)
- Music: Special programming DJ: 8 BY 0: The All Eighties Pop Show (1/95 - 12/96)
- Teaching Assistant: TV-14 television studio (10/94 - 6/95)

KTKA-49, Topeka, KS Summer intern reporter: 6/95 - 7/95

AFFILIATIONS

- AMA (American Marketers Association)
- ECC (Email Experience Council) - MediaPost
- iMedia Advisory Board
- AFTRA | professional voice-over/radio talent
- Miss USA / Teen USA State Pageant Judge | Kansas, Missouri, Oklahoma, Nebraska

EDUCATION**BS, Journalism**

University of Kansas, Lawrence, KS

1997

Major: Broadcast News & Business Communications

REFERENCES**Laurel Malenke, Malenke | Barnhart creative agency**

Co-Owner - agency reference

laurelm@mbarnhart.com

720.217.3236

Cheryl Gresham, Initiative Media Group

VP / Account Director – agency reference

cheryl.gresham@us.initiative.com

949.471.7744

Kristine Rose, Crocs

VP Marketing – past manager reference

720.939.0577

Bonnie Warschauer, PR Consultant

Past senior leadership at Quiznos reference

bonniewarschauer@comcast.net

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