

SUMMARY

Growth Marketing Specialist and U.S. Army Veteran with 6+ years of deep expertise in HubSpot management, content strategy, and lifecycle marketing for B2B, SaaS, and B2G environments. Proven track record of independently producing multi-channel content, optimizing martech stacks across WordPress and HubSpot, and driving SEO/AEO performance. Combines business acumen with creative narrative development to translate complex technology into compelling marketing content.

CERTIFICATIONS

HubSpot Inbound Marketing
HubSpot Sales Hub
HubSpot CMS for Marketers
Google Analytics 2018, 2022

EDUCATION

University of Louisiana Lafayette
B.A. Apparel Merchandising & Design
2007 - Magna Cum Laude

U.S. Army
PLDC - 2004
AIT- Purchasing/ Inventory Mgmt- 92Y
Honor Graduate - 1999

AWARDS & RECOGNITION

2022-2026 100% Client Success Rating- Upwork
2007 Outstanding Graduate- Design/ ULL
2003 Army Commendation Medal

SKILLS AND PROFICIENCIES

Creative with discerning artistic eye
Strong communication skills
Reliable and trustworthy
Positive "can do" attitude
Strong business acumen, profit-driven
Motivated team player
Fast learner, tech savvy

HubSpot CRM, Sales, Marketing and Service Hubs
Google Suite
Google, Meta, LinkedIn Ads
Adobe Photoshop, Illustrator
Canva
Wix, Shopify
Wordpress

RELEVANT EMPLOYMENT HISTORY

B2B and B2G HubSpot Marketing and Sales Consultant

Burn Proof Gear | 2024-Present | Tactical Gear | B2G
PocketLab | 2024-Present | Edtech Hardware/Software | B2G
TRNSACT | 2023-2025 | Fintech Startup | B2B (Construction)

Deliver multi-channel digital marketing campaigns, SEO content, and HubSpot optimization for select client portfolios, acting as the primary execution lead for content calendars, email campaigns, and sales system architectures. Create custom HubSpot workflows and automated systems for client teams, improving data hygiene, MQL tracking, and reporting efficiency. Optimize content while maintaining high-touch creative control and brand voice accuracy.

Inbound Marketing Strategist

Builder Funnel | 2020-2022

Remote client facing digital marketing strategist using HubSpot and WordPress websites. Used data and analytics to plan, design and implement strategic digital content and PPC ad campaigns for home builders. Consulted with business owners and sales teams to automate sales processes in the Hubspot CRM and generate referrals through targeted email campaigns in Marketing Hub. Maintained 100% client retention in 2021 as the leader of a 2-person team with 8 client accounts.

Small Business Marketer and Web Designer

Crafted Clicks, LLC | 2016-2020

Developed beautiful, functional small business websites and successful digital marketing campaigns for local entrepreneurs and veteran-owned companies. Services included graphic design, event planning, branding, business development and sales. Independently and proactively managed multiple social media accounts, Meta ad accounts and SEM campaigns.

Marketing Manager

Galloway Jefcoat, Attorneys at Law | 2014-2016

Consulted with Partner Attorneys to create marketing strategies while establishing and prioritizing budget. Spearheaded the rebranding of the firm, including improved logo, signs, attorney photos and social media presence. Supervised a complete redesign of the company website, ensuring local search SEO priority was maintained. Designed and implemented social media and PPC campaigns that increased PI case leads and brand awareness.

Sales Manager/ Assistant Product Coordinator

Dillard's | 2010-2014

Managed staff of up to 20 retail employees while building a positive reputation for exceeding sales goals and merchandising standards. Promoted to the Corporate Office where I contributed to the process of designing/buying men's apparel and accessories for a private label brand with an annual sales volume of \$70M through 300+ stores. Collaborated with designers, tech team, vendors worldwide to handle sourcing, costing, and shipping.