



ABOUT ME

Masters of Business

Administration (MBA)

Marketing Concentration -
UNC Expected 2027

Bachelor of Arts

Digital Media Production &
Multimedia Marketing - UAT
2003

SKILLS

Executive Leadership

Brand Strategy
Creative Direction
Process Creation
Organizational Development
Cross-functional Influence
Agency Leadership
Executive Presentations
Change Management
Strategic Planning

Growth Marketing

CRM
Loyalty
SEO / SEM
Attribution
Analytics
Customer Journey
Lifecycle Marketing
Performance Marketing

Creative

Adobe Creative Suite (Design)
Adobe Creative Suite (Video)
Stripo / Mail Chimp

AWARDS

PRSA Copper Anvil
PRSA Merit Award
CBMA Platinum Crushie
CBMA Gold Crushie
Spinato's Leadership Award

PHILOSOPHY

Known for building brands that create meaningful guest experiences through storytelling, community engagement, and emotionally resonant campaigns.

WHAT TO KNOW

Executive marketing and brand leader with 20+ years building consumer brands through strategic storytelling, integrated marketing, experiential campaigns, and partnership ecosystems that drive measurable business growth. Recognized for transforming brands into market-leading brands through community-centered experiences by connecting creativity, commercial strategy, and purpose to build lasting guest loyalty and market leadership.

CAREER HIGHLIGHTS

- Delivered 44% revenue growth, increasing annual sales from \$18M to nearly \$26M
- Built exclusive partnerships with Phoenix Suns, Mercury, and Arizona Cardinals
- Expanded brand from five restaurants to six plus seven sports concessions
- Directed \$500K marketing budget across digital, CRM, partnerships, loyalty, PR, and creative
- Led full brand repositioning and omnichannel marketing transformation
- Launched loyalty ecosystem including mobile app, CRM, attribution reports, and guest lifecycle marketing.

EXPERIENCE

Spinato's Pizzeria & Family Kitchen – Marketing Director

Tempe, AZ – Feb 2022 to present

- Grew annual revenue from \$18M to nearly \$26M (+44%) over three years through strategic marketing roadmaps, new location launches, brand awareness campaigns, attribution pipelines, loyalty, and menu adjustments with a max \$500k annual marketing budget. Drove third-party sales through omni-channel smart campaigns delivering ~11% ROAS with steady YOY growth of 30% since implementation.
- Lead an internal creative team of four while directing three agency partners, three professional sports partnerships, and cross-functional collaboration across operations, finance, IT, and executive leadership.
- Expanded footprint and market expansion from 5 to 8 locations plus stadium concessions; led openings and ongoing support in Scottsdale, Gilbert, North Phoenix (relocation), Glendale, plus concessions at Mortgage Matchup Center (3) and State Farm Stadium (4). Secured a marketing and concession partnership with the Phoenix Suns within the first two months in role, growing it into an exclusive "IP Rights" partnership with The Phoenix Suns, Phoenix Mercury, and then later with The Arizona Cardinals.
- Led brand architecture and positioning strategy and brand redesign, including competitive analysis, guest sentiment research, demographic forecasting, and CCI implementation. Led the company's 50th Anniversary campaign and launched our ESOP, strengthening brand pride and ownership culture.
- Boosted SEO impressions 200%+ and improved search and keyword rankings through keyword research, full-site audits and technical optimization. Sustaining \$0.60 CPC for Google brand ad sets and a 35% conversion rate. For efficiency, visibility and attribution I cleaned up, built out and brought in house the Google ecosystem including GBP, GSC, GA4 + Managing Account, and GTM.
- Directed digital transformation initiatives including CRM, loyalty, lifecycle marketing, website redevelopment, and mobile app launch, creating an integrated guest engagement ecosystem with performance recaps based on guest journey, insights, and functional / emotional pain points.
- Partnered with F&B teams on menu innovation and brand-focused promotions. Built scalable ambassador and influencer marketing programs that expanded brand reach, increased guest advocacy, and strengthened customer retention. Tied to guest and staff education, and upselling KPIs.

Four Peaks Brewing Company – Brand Manager

Tempe, AZ – Feb 2012 to 2022

- Developed and executed integrated brand strategies for flagship brands, increasing market share and consumer loyalty while helping position hAZy IPA as #3 IPA in AZ and WOW Wheat as #1 wheat beer.
- Directed award-winning, purpose-driven marketing campaigns that blended storytelling, experiential events, retail activations, partnerships, and charitable initiatives, earning multiple awards and strengthening long-term brand equity.
- Led the nationally recognized Thirst for Adventure platform, securing partnerships with the National Forest Foundation, U.S. Forest Service, Arizona Lottery, Wild Tribute, BOHO Camper Vans, and National Park organizations to create a multi-market campaign connecting conservation, recreation, and engagement.
- Expanded retail, trade marketing, and e-commerce initiatives, generating more than \$1 million in incremental annual revenue while strengthening on and off-premise distribution and retailer partnerships.
- Created and launched experiential marketing programs, charitable initiatives, and signature brand events, including Four Peaks Ghost Tours and Four Peaks for Teachers, that increased community engagement, delivered more than \$80,000 in charitable contributions in the first year, and produced consistent year-over-year attendance and revenue growth.