



CONTACT & INFO



ABOUT ME

Master in Science

Masters in Marketing Science - UofA current

Bachelor of Arts

Digital Media Production - UAT 2003

Associate of Arts

Multimedia Marketing - UAT 2001

SKILLS

Creative

Adobe Photoshop, Illustrator, After Effects, InDesign, Premiere, Canva, Stripo, Mail Chimp, Constant Contact

Technical

Sprout Social, GA, GTM, WordPress, WIX, Microsoft Clarity, Bright Edge SEO, SEMRush, Simplicity, DeScript, ArtList, FoodTec POS & CRM, Aloha, SpeedLine, Toast, Brandfolder, Basecamp, Teams, Trello, Shopify.

AWARDS

PRSA Copper Anvil

Best Campaign on a Shoestring Budget

PRSA Merit Award

Best Campaign on a Shoestring Budget
Integrated Communications
Special Events & Observances

CBMA Platinum Crushie

Best Brewery Collaboration
Best Brand Identity & Marketing Story

CBMA Gold Crushie

Bigger Than Beer - Cause-Related

Spinato's Leadership Award

ABOUT ME

Resourceful and strategic Marketing Director with a strong history of building impactful campaigns that elevate brand presence, drive measurable growth, and create meaningful connections with audiences. Skilled at transforming complex brand goals into clear, innovative strategies that span digital, experiential, and partnership-driven channels. Known for blending creativity with data-driven decision-making, excelling at leading cross-functional teams, optimizing processes, and harnessing new technologies to deliver results that resonate. Passionate about cultivating marketing programs that achieve business objectives while enriching the guest experience.

EXPERIENCE

Spinato's Pizzeria & Family Kitchen – Marketing Director

Tempe, AZ – Feb 2022 to present

Drove strategic marketing road maps, doubling revenue by 2025, supported by new locations, high-impact partnerships, and brand awareness campaigns.

Led a brand positioning strategy, brand redesign, and CCI implementation driven by competitive analysis and industry gaps research, brand positioning and sentiment insights, targeted and current guest demographic breakdown and forecasting, internal listening campaigns and keyword driven search indicating guest pain points.

Tripled third-party sales with omni channel campaigns delivering an average 13% ROAS.

Boosted SEO impressions by 200%+ and improved search rankings through full-site audits, technical optimization, and non-branded keyword strategy.

Launched major brand and hyper-local partnerships that reinforced the brand's local identity and drove community engagement through thought leadership activations.

Led the 50th Anniversary campaign and introduced the company's ESOP, building both brand pride and employee ownership culture.

Implemented influencer programs to meet KPIs in target reach, guest education, and upselling, driving measurable ROI.

Developed a growth-driven loyalty / online app with managed liability. Building intentional campaigns moving guests into ambassadors & strengthening our guest relationships.

Collaborated with F&B teams to drive menu innovation, develop growth-focused specials, and maximize ROI through unique brand identifiers, timing and positioning.

Four Peaks Brewing Company – Brand Manager

Tempe, AZ – Feb 2012 to 2022

Led trade marketing programs for flagship products, driving hAZy IPA to #3 in craft IPAs and Wow Wheat to #1 in craft wheat sales in Arizona.

Built and led the award-winning Thirst For Adventure program for hAZy IPA, including the Save Our Saguaros community event, a \$40K AZ Lottery donation & QSR partnership.

Fascinations, Inc – Creative Designer & Events

Chandler, AZ – Feb 2003 to 2008

Drove brand success by developing and executing creative assets for seasonal campaigns, and ran the print execution through our internal print shop ensuring brand consistency across 13 location throughout 4 states.

Championed a female friendly brand remodel in collaboration with internal and external teams.