

CONTACT & INFO



ABOUT ME

Bachelor of Arts

Digital Media Production - UAT 2003

Associate of Arts

Multimedia Marketing - UAT 2001

SKILLS

Creative

Photoshop, Illustrator, After Effects,
InDesign, Premiere, Maya, 3D Studio
Max, Canva, Stripo

Technical

Sprout Social, GA, WordPress/WIX,
Microsoft Clarity, Bright Edge SEO,
Excel, FoodTec, Aloha, SpeedLine,
Toast, Brandfolder, Basecamp,
Microsoft 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 customer experience.

EXPERIENCE

Spinato's Pizzeria & Family Kitchen – Marketing Director

Tempe, AZ – Feb 2022 to present

Drove strategic marketing road maps, sustaining 5%+ YOY growth and helping double revenue by 2025, supported by new locations and high-impact partnerships. Shifted the brand's core audience to the ideal demographic within three years through data-led repositioning and targeted multi-channel campaigns. 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. Built a CRM, loyalty program, and online app increasing retention, repeat visits, and LV. Delivered big-brand impact on a lean budget, leveraging creativity and partnerships to achieve results comparable to a \$500K campaign.

Four Peaks Brewing Company – Brand Manager

Tempe, AZ – Feb 2012 to 2022

Developed brand strategies that increased market share, awareness, and guest loyalty. Led trade marketing programs for flagship products, driving hAZy IPA to #3 in craft IPAs and Wow Wheat to #1 in craft wheat sales. Built and led the award-winning Thirst For Adventure program for hAZy IPA, including the Save Our Saguaros community event and a \$40K AZ Lottery partnership. Created fully integrated 360° trade marketing campaigns, activating programs across all brand touch points for maximum impact. Built and executed recurring branded events, including the Ghost Tour, generating consistent YOY revenue as a unique consumer experience. Expanded retail and e-comm, generating over \$1M in incremental revenue YOY. Coordinated Four Peaks for Teachers charitable program, my first year securing \$80K in donated items to support community activation.