



## CREDENTIALS

10+ years **professional marketing and sales expertise**

### Industry exposure

- Technology
- Manufacturing
- Consumer products
- Healthcare
- Service
- Public and private utilities
- Business-to-business

THE WRITE RESOURCES, LLC (Boulder, CO)

2003-2007

*Freelance writing, editing and market strategy services business*

### Owner

#### Accomplishments

- Researched, interviewed, and wrote **PROFILES** for publication.
- Defined market strategy and wrote **BUSINESS PLANS** for start-ups.
- Coached numerous clients in career transition and **RESUME** re-structuring.
- Researched and wrote feature **ARTICLES** for online publisher.
- Researched and crafted funding **LETTERS** and **WEB CONTENT** for start-ups and nonprofits.

SUN MICROSYSTEMS (Broomfield, CO)

1998-2002

*Worldwide leader in the design, manufacture and sale of network computing systems, software and value-added services*

### Marketing Manager and Product Manager

#### Accomplishments

- Wrote and managed division's **MARKETING PLAN**.
- Co-authored **BUSINESS PLAN** for acquisition migration.
- Created new **WEB CONTENT** for developer software support.
- Designed **PROPOSAL** for new web purchase process.
- Wrote and directed execution of division's JavaOne **EVENT PLAN**.
- Wrote department's **ISO DOCUMENTATION** and participated in quarterly audits.
- Conducted **RESEARCH** and prepared **REPORT** on niche market sizing.
- Created and drove web-based **SURVEYS** to clarify target market needs.
- Composed and implemented **PROFILE** detailing division's history and purpose.
- Initiated and directed design of all **EVENT COLLATERAL** including promotional tools.

CONFERTECH INTERNATIONAL (Westminster, CO)

1995-1998

*Multimedia conferencing equipment and service provider*

### Senior Product Manager and Product Manager

#### Accomplishments

- Wrote **ARTICLE** for industry publication (Audiographics, March/April 1996).
- Co-created, wrote, and published product definition **MANUAL**.
- Designed, drafted and edited **LEGAL DOCUMENTS** to align with new service regulations.
- Initiated, wrote and produced first product activity **NEWSLETTER** for 500+ employees.
- Managed all **PRODUCT RELEASE** activity.
- Created **COLLATERAL** for niche markets.
- Designed and conducted operations **TRAINING** program new manual use.



## **CREDENTIALS** (cont'd.)

TRANSLÓGIC CORPORATION (Denver, CO)  
*Manufacturer of light-load computerized transport systems*

1992–1995

### **Marketing Manager**

#### **Accomplishments**

- Initiated, conducted interviews and wrote **CASE STUDY** for healthcare industry.
- Wrote **ARTICLE** for client for industry publication (MAIL, September 1993).
- Redesigned **DIRECT MARKETING** campaign which improved marketing budget allocations.
- Conducted beta test feasibility **RESEARCH**.

METERING SERVICES, INC. (Montvale, NJ)  
*Leading provider of turnkey computerized metering systems*

1990–1992

### **Marketing Manager and Marketing Rep**

#### **Accomplishments**

- Created and wrote first customer **NEWSLETTER** which reached 2,500+ potential customers.
- Produced and published **PRESS RELEASES** announcing system sale to 2 utility clients.
- Prepared customized system installation **PROPOSALS**.
- Wrote **EVENT PLAN** and designed **DIRECT MARKETING** piece for informational seminar.
- Designed seminar **SURVEY**, compiled **RESEARCH** and prepared management **REPORT**.
- Wrote **PROCESS** documentation for seminars, tradeshow, and project implementation.

## **EDUCATIONAL/PROFESSIONAL**

BS in Business (Marketing concentration), University of Colorado, Boulder, CO  
Professional Selling Skills Certification (Learning International)  
NCSA Certification – Microsoft Excel 2002

## **ADDITIONAL SKILLS/AWARDS**

- Microsoft Office suite including PowerPoint
- StarOffice suite, including presentation package
- Internet/e-mail
- Servers/IVR Platforms
- Achievement Award for New Acquisition Integration (Sun Microsystems)

## **PERSONAL**

- Involved in volunteer activities focused on healthcare, education advancement, conservation, and seniors.
- Participate in indoor and outdoor activities including yoga, hiking, and biking.