

Ace Asphalt of Arizona, Inc. – Phoenix, AZ

**Assistant Marketing Manager, 2006 to 2014**

Led development and execution of marketing for \$120 million asphalt and concrete construction company. Managed media relations and customer communications and event marketing. Created advertising campaigns and managed digital presence. Served as primary point of contact for trade associations and vendors. Redesigned and developed content for new company website.

***Key Contributions:***

- Generated leads from company website for more than \$5.2 million in sales opportunities within 18 months by spearheading redesign and launch of new company website in 2009.
- Created and wrote articles on education, market trends, risk management, and vendor/partner relations, for innovative direct mail newsletter campaign, Foundations for Arizona, that generated more than \$260k gross profit in 2014.
- Led creation and launch of new branding campaign, We're On It, with new company emblem, color palette, and promotional items, by redesigning brand based on company values of "Reliable, Responsive, and Results"
- Successfully expanded company presence into New Mexico, Nevada, and Texas by developing and executing comprehensive go-to-market plans.
- Secured close to \$5.5 million in gross profit returns by organizing and producing events, including trade shows, conferences, and golf tournaments.
- Directed coordination and management of three, five-star incentive trips to Mexico, for average of 100 sales representatives per trip, while staying within \$200k budget.

Additional Experience

**Marketing & Events Manager**, Evangelical Christian Publishers Association, Tempe, AZ

**Marketing Database Manager**, Del Webb Corporation, Phoenix, AZ

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**EDUCATION AND CREDENTIALS**

**Bachelor of Arts in Economics, Emphasis: Real Estate**  
University of Arizona  
Tucson, AZ

*Community Involvement*  
Volunteer Children's Cancer Network  
Down Syndrome (DS) Network  
Chandler National Little League Challenger Teams

*Technical Proficiencies*

Adobe Creative Suite, Microsoft Office, Apple iWorks, GoCentral, WordPress, Rails/Adobe Business Catalyst, SharePoint