

## PROFESSIONAL SUMMARY:

**Solid marketing experience with national, high-end hospitality/tourism brands, layered with proven eMarketing experience and results. The ability to motivate a staff to bring out the best talents of each team member.**

## EXPERTISE:

- Online Marketing:** ■ Search Engine Marketing (Paid & Organic) ■ Affiliate Marketing ■ Email Marketing Strategies  
■ Affinity Partner/OTA Marketing ■ Distr. Channel Enhancement ■ B-to-B & B-to-C Online Marketing (Banner, etc.)
- Online Content:** ■ Web Site Development ■ Micro/Niche Site Development ■ Multi-lingual Site Development  
■ Web Site analytics, including ROI measurement using Web Trends and Usability Measurement
- Overall Marketing:** ■ Loyalty Program Development ■ Customer Lifecycle Analysis ■ Consumer and Market Research  
■ Direct Marketing ■ Brand Management/Enhancement/Trademark Protection ■ Media Analysis and Recommendation

## EXPERIENCE

### **E-MARKETING CONSULTANT**, Miami, FL

**September 2009 - present**

Online marketing strategy and project consultation, including web site usability, SEO, SEM, contact (including email) strategy development, display network strategies and interactive development sourcing.

### **UNIQUE VACATIONS, INC.** (Worldwide Representative for **Sandals & Beaches Resorts**), Miami, FL

#### **Senior Director, eMarketing & New Media**

**February 2003 – September 2009**

Strategic Development and implementation of **eMarketing Strategies and Tactics** geared to driving additional qualified Web Traffic through a myriad of Electronic Channels to Sandals.com, Beaches.com, RoyalPlantation.com, GrandPineapple.com.

Direct Sandals' Loyalty Program ("Sandals Select").

- Utilize the **Vacation Planning Cycle** Model to align each strategy, tactic and message with the appropriate consumer mindset during the Vacation Planning process.
- Maintain Sandals and Beaches as **Luxury brands** by appropriate targeting, messaging and graphic representations.
- **Loyalty Program** – Led strategic direction for program benefits development, regular member communications, operational implementation and new member acquisition.
- Recommend and implement **contact strategy** for emails, supporting over-arching CRM (Customer Relationship Management) objectives – includes: lead-generation, hand-raisers, post-purchase up-sell, post-stay feedback
- Develop and oversee **Search Engine Marketing** strategy, including keyword buys and **Search Engine Optimization**.
- Develop and implement **online display (banner) campaigns** utilizing targeting strategies – behavioral, contextual
- Concepted and executed series of **International "mini-sites"** in 5 languages, with Content Management System
- Support **Group & Travel Trade** Sales and Marketing Tactics by recommending and implementing Solutions for Travel Agents.
- Actively seek new **Online Partnerships** (e.g. Yahoo!, Discovery Channel, AOL, The Knot, Brides.com, etc.) that will expand Awareness of Sandals/Beaches luxury brands in appropriate Niche Venues, including co-registration.
- Develop, manage and optimize **Affiliate Marketing** program through Commission Junction.
- Liaison with **online dist. partners** to maximize exposure on their Web sites, including Tour Ops, OTAs and VCB's
- Utilize variety of **online surveillance tools** to monitor of Opinion Web sites and trademark violations
- Oversee development of **guest and market research**, including guest post-stay feedback and travel trade media behaviors
- Analyze and recommend **new development and web site enhancements** of Sandals.com, Beaches.com, Royal Plantation.com and GrandPineapple.com, incl improved navigation, increased data capture & booking engine (e-commerce)
- **Manage team** of 13 FTE's, including eMarketing, New Media, Loyalty Programs and IT project development
- Supervise **budget** \$5,500,000+

**RESULTS:** ■ Keyword buy click-through rate up 300%, with reduced cost-of-sale ■ Site traffic increased by 125% YOY  
■ Online bookings up 500% over 5 years ■ Sandals/Beaches share of page up 200% on all Tour Operator Web sites.  
■ Affiliate Marketing online sales up 50% year-over-year.

## WALT DISNEY COMPANY EXPERIENCE

### WALT DISNEY PARKS & RESORTS ONLINE (WDPRO), Anaheim, California

#### **Director, Internet Sales & Marketing**

**February 2001 – January 2003**

Online Brand Management focused on Disneyland® Resort, adapting offline marketing campaign to online environment.

Previously, directed Team of 5 whose focus was to drive qualified traffic to Walt Disney Parks & Resorts Web sites (Disneyworld.com, Disneyland.com, Disneycruise.com).

- Directed strategic focus for team to develop online marketing plans such as online banner ad campaigns, search engine optimization, viral marketing campaigns, outbound email campaigns, 3<sup>rd</sup> party alliance partnerships, Disney synergy tie-ins, online optimization of offline promotions/media, and affiliate program development and marketing.
- HR responsibilities included organization development, team building, team and individual goal setting, accountability tracking, performance monitoring and coaching

### DISNEYLAND RESORT SALES & MARKETING, Anaheim, California

#### **Manager, Internet Sales & Marketing Disneyland Resort**

**January 2000 – February 2001**

Led Team of 6 whose focus was to develop, maintain and market Disneyland.com Web site.

#### Goals:

- Elevate positioning to reflect Disneyland Resort as a Vacation Destination, not a single theme park
- Launch online package booking and ticket sales engine
- Implement Paid-search and display banner campaigns
- Re-launch new Web site with enhanced functionality, for Disney's California Adventure and Downtown Disney venues
- Partner with Disney Internet Group for over-arching business synergies

### WALT DISNEY WORLD CO./WALT DISNEY ATTRACTIONS, Lake Buena Vista, Florida

1995 – 1999: **Manager, Interactive/Operation Support Department** – Developed first WDW Web site, maintenance processes

1994 – 1995: **Senior Marketing Representative in Resort Marketing** – Developed first Seasonal Marketing for WDW Resorts

1992 – 1994: **Senior Marketing Representative in Travel Industry Marketing** – Created College of Disney Knowledge for Trade

1991 – 1992: **Marketing Representative in Resort Marketing** – Integrated Disney Vacation Club marketing with WDW

1986 – 1991: **Marketing Representative in Advertising Department** – Florida Resident, Event and Employment advertising

## PRIOR AD AGENCY EXPERIENCE

**Accounts handled included:** Royal Caribbean Cruise Line, Costa Cruise Line, Sheraton Bal Harbour, Shoppes of Bal Harbour, Luxury Inns of Jamaica, Morgan Yacht and a variety of other travel and retail accounts.

#### **Agencies included:**

SAMUEL B. CRISPIN & ASSOCIATES, INC., Miami, FL, **Account Executive**

BACKUS TURNER & PARTNERS, INC., Miami, FL, **Account Supervisor**

D'ARCY MACMANUS MASIUS, San Francisco (Miami, FL Office), **Account Executive**

MCFARLAND & DRIER ADVERTISING, Miami, FL, **Account Executive**

HUME-SMITH-MICKELBERRY, Miami, FL, **Associate Account Executive**

## EDUCATION

**MICHIGAN STATE UNIVERSITY**, East Lansing, Michigan

BA in Advertising (with emphasis on Marketing), with Honors.

## OTHER

- Graduated with Special Recognition, Dale Carnegie Course in Effective Speaking & Human Relations
- Member of **SFIMA** – South Florida Interactive Marketing Association
- Fluent in **German**