

Director of Sales and Marketing

Accomplished and results-oriented professional with rich experience in developing and executing robust sales and marketing strategies to consistently surpass organizational objectives.

Adept at leveraging digital platforms and innovative marketing techniques to enhance online presence, engage customers, and generate leads. Instrumental in elevating brand recognition, increasing sales, and optimizing marketing ROI. Astute at managing and optimizing all aspects of industrial marketing operations, including new websites, brand videos, brochures, etc. for mid-level manufacturing companies. Skilled communicator with a talent for building strong relationships with clients, partners, and stakeholders at all levels.

Areas of Expertise

- Digital Marketing Strategy
- Stakeholder Engagement
- Website Development
- Strategic Planning & Execution
- Product Development
- Industrial Manufacturing
- Revenue Growth Optimization
- Brand Management
- Lead Generation
- Customer Relationship Management
- Competitive Analysis
- Team Building & Leadership

Professional Experience

Storm Power Components | Decatur, TN

2014 – 2024

Director of Marketing | 2019 – 2024

Raised website rankings and visibility within target market by creating comprehensive brand and keyword strategies. Boosted brand recognition and attracted new business opportunities by executing successful lead-generation campaigns and crafting trade show displays. Streamlined online presence and increased customer engagement by designing, developing, and directing three websites for manufacturers specializing in parts for electrical original equipment manufacturers.

- Contributed to notable rise in annual sales from \$40M to \$60M by formulating targeted website strategies.
- Optimized online visibility and improved organic search results by leveraging multiple tools, including Google Analytics, Google Search Console, and Google Ads.
- Elevated visual appeal of marketing materials and reinforced brand image by supervising photography initiatives for brand products, facilities, and personnel.
- Amplified organic website growth and saved over \$250,000 annually in ad expenditures by implementing efficient and cost-effective organic search optimization approaches.

Regional Sales Manager | 2015 – 2019

Contributed to enhanced productivity and revenue growth by orchestrating inside and outside sales coordination, resulting in efficient appointment setting and increased sales closures. Maintained highest-grossing sales territory and accomplished consistent year-over-year growth from 2015 to 2017 through tactical planning, diligent prospecting, and exceptional client relationship management.

- Generated \$10M in annual sales by overseeing sales territory spanning seven states.
- Earned 2018 Sales Rep of Year award for driving highest year-over-year growth.
- Expanded customer base and boosted revenue significantly by securing two of largest new accounts in company's history in 2015.

Inside Sales | 2014 – 2015

Coordinated and supervised four different rep group companies, ensuring seamless communication and collaboration to secure appointments and sales opportunities for Outside Sales Rep. Facilitated achieving lowest staff turnover rate in over six years by conducting effective evaluation, hiring, motivation, and training of team members.

- Pioneered signing of \$1M account as first Inside Sales Rep through exceptional negotiation skills and business acumen.
- Oversaw South Central territory for inside sales and acquired \$2.5M in annual sales through strategic planning and effective client relationship management.

Additional Experience

[Sales Team Lead](#) | Verizon Wireless, Inc., Athens, TN

[Staffing Consultant](#) | Randstad Staffing, Madisonville, TN

[Sales Representative, Southeast Region](#) | Underwater Construction, Soddy-Daisy, TN

[Inside Account Manager, Direct Sales Network](#) | Whirlpool Corporation, Knoxville, TN

[District Sales Manager](#) | The Daily Post Athenian, Athens, TN

Education & Credentials

[Master of Business Administration in Marketing](#)

Bryan College-Dayton, Dayton, TN, 2019

[Bachelor of Science in Management](#)

Tennessee Wesleyan College, Athens, TN

Technical Proficiencies

Google Analytics | Google Ads | Search Console | Semrush | Wordpress | Godaddy | Office 365 | Yoast