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**B2B/B2C/B2B2C STRATEGIC INTEGRATED MARKETING PRO | CONTENT STRATEGY & DEVELOPMENT | PROCESS-DRIVEN AI IMPLEMENTATION | ENTREPRENURIAL & SERVICE-LED LEADER | CHAOS COORDINATOR**

Innovative marketing leader whose skills have evolved as the market has demanded – from traditional product management and new product introductions to AI-driven content strategy based on buyer personas and customer journey. Cross-functional background brings a holistic perspective to content creation that aligns with business and marketing KPIs. Industry experience includes consumer products, healthcare, retail, financial services/fintech, not-for-profit, and SaaS companies.

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**SKILLS**

Strategic Marketing & Business Planning | Content Strategy | Campaign Strategy | Generative AI | Internal Consulting | Process Improvement | Branding | Market Development | National Account Development | Revenue Maximization | Aligning Cross-Functional Teams with Competing Agendas | Content Audits | Content Operations | Digital Asset Management | Initiate & Drive Innovation | Stakeholder Engagement | Vendor Management | SEO Strategy & Research | Asking Probing Questions | Cloud-Based CRMs | Learning MS | Content MS

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**EXPERIENCE**

ADP, Roseland, NJ

**Director, B2B Lifecycle Content for Compliance Solutions**

2022-2024

Internal content strategy consultant to 8 business units within the Compliance Solutions division. Create content strategies and calendars for all lifecycle communications across key moments and personas. Using analytics and testing, perform on-going innovation in content development to improve content consumption. Stood up and managed a 10-person content operations team that handled 243 content requests annually with a \$250,000 budget. Developed creative ideas that stimulate emotion. Awarded multiple “My Moment” awards from colleagues.

- Developed a scalable, duplicable and measurable agile content operation processes that increased quality, efficiency, transparency and accountability at every step of content development using technology-driven project management. Allows us to quickly respond to national, regional and state legislative changes. Increased efficiency by 80% and internal stakeholder satisfaction by more than 100%!
- Hired and managed 9 freelancer writers to write all manners of individual and campaign content assets, including thought leadership, campaign support, long and short form content and wireframes. Provided editorial review of every asset before stakeholder review which reduced content delivery SLAs by 50%.
- Remain audience-centric in content development and connect the form and function of that content to where a buyer may be in their journey, creating flow and story arcs that keep buyers moving toward the sale.
- Maximized budget by creating efficiencies in content development by getting “more juice per squeeze” from every asset requested and conducting ongoing content audits.
- Early adopter of AI and integrated into the content development process to save time, money and speed time to market for new assets.
- Charged with rebuilding all Go To Market Product Overview sales decks to increase usage and effectiveness in delivering consistent, persuasive messaging to clients and prospects. Included leading 8 cross-functional teams; researching and developing buyer personas and product messaging; creating an overarching storyline for each deck; ensuring consistent sales delivery by introducing an “Instruction Slide” and talking points to all slides; added discovery slides as conversation starters and a “Resources” slide to provide sales with links to additional assets to keep advancing the sales opportunity.
- Introduced the *CoSo Quarterly Content Corral* – a digest of all content created, distributed to more than 100 leaders across the company. Received praise from ADP’s Chief Marketing Officer for the innovative means of activating content.

**Enterprise Learning Instructional Designer (3-month contract with ADP)**

2022

Applied efficient and agile design approaches to develop innovative, engaging learning solutions, using instructional design best practices and tools to meet the learning needs of the associates.

**Content Center of Excellence, Content Strategist & Producer (2-year contract with ADP)**

2020

Wrote and produced content for ADP's major business units. Included creating compelling content that was used by stakeholders for up-, down- and mid-funnel marketing campaigns. Wrote and presented a business proposal to convert the content operation from a non-revenue producing department to a viable, standalone profit center.

**Microsoft, Redmond, CA**

2022

*Sr. Content Strategist (6-month contract with Microsoft)*

Working in the Global Demand Center within the Cloud Marketing Group, partnered with Sales, Global Program managers, Product, Integrated and Relationship Marketing, to create annual content plans and campaigns that drove business outcomes. Supported commercial cloud businesses, specifically Microsoft 365, Teams and Employee Engagement products.

**Facebook/META, B2B Economic Impact Group, Menlo Park, CA**

2022

*Global Content & Training Manager (3-month contract with Meta)*

Led global cross-functional content leads and training teams in North America, Europe, Asia-Pacific, Latin America and Africa that created content and training strategies to meet the goals of a multi-year program that increased economic opportunity for woman, under-served communities and small businesses.

- Researched, developed, wrote, and delivered train-the-trainer, product-focused training decks and assets for in-person, on-platform and virtual trainings.
- Undertook content audit and assessment that identified 25% of active assets were either duplicative or out-of-date. Developed process for content retirement and refresh initiatives.

**Sage Enterprises, LLC, Montclair, NJ**

1997-2022

*Principal*

Founded international consultancy with a focus on marketing, business and strategic planning and leadership development. Business and marketing plans resulted in more than \$30 million in investment capital raised. Recognized by The Wall Street Journal, Inc. Small Business and dozens of blogs.

Industries Served: Financial Services/FinTech, Healthcare/Pharmaceuticals, Public Sector, Consumer Products, Retail, Not-for-Profit, Sports, SaaS/Technology, Hospitality, Direct Selling, and Education.

Partial Client List: The Marriott Corporation, Wells Fargo, Unilever, Colgate Palmolive Company, The Commonwealth of Virginia, The N.Y.C. Board of Education, the Port Authority of New York/New Jersey, Miami Children's Hospital, American Public Transportation Association and Goldman Sachs.

Significant Projects

- Researched, developed and wrote business and marketing plan for international expansion for biomedical instruments company with a focus on Diabetes.
- Researched, developed and wrote business and marketing plan for first-ever assisted living community on the East Coast for The Marriott Corporation.
- Designed, developed and delivered a five-year training curriculum for middle management's leadership development. Earned accreditation by the International Institute of Municipal Clerks.
- Developed multi-day strategic planning sessions for 150 brand managers, market research associates and creative executives to develop a 24-month new product pipeline.
- Overhauled hospital's orientation program to reduce resignations among new employees. Improvements led to 75% increase in retention rates.

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## ADDITIONAL RELEVANT EXPERIENCE

### **American Safety Razor**, Staunton, Virginia

*Director of Marketing, Consumer Products Division*

Structured and led Company's first-ever 9-person marketing department to spearhead the transition from a 100-year-old manufacturing company to a consumer products player. Conceived of and negotiated the first-ever licensed product in the HBA category with Revlon™. Undertook rebranding and relaunches for 50+ year old brands. Helped drive stock price 22 points in 3 years.

### **Martin Himmel, Inc.**, New York, New York

*Marketing Manager, Baby Gold Bond Powder, Marezine Motion Sickness Remedy and Ovaltine*

Part of small brand turnaround company that purchased CPG products with historical brand equity, reinvested in them to build their market position to resell them to Fortune 50 companies.

### **Colgate Palmolive Company**, New York, New York

*Product Manager, Mennen Teen Spirit™, Lady Speed Stick™, Crystal Clean™ and Irish Spring™ deodorants.*

After completing their Global Management Training Program, implemented category management approach for niche underarm brands.

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## EDUCATION

M.B.A. Marketing & Management

Columbia University's Graduate School of Business, New York, NY

B.A. English & Communications

Tufts University, Medford, MA

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## PROFESSIONAL DEVELOPMENT | CERTIFICATIONS

Organizational Behavior | Project Management

William Paterson University, Teaneck, NJ

Accelerated Learning Technologies

Peak Potentials, Inc., British Columbia, Canada

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## COMMUNITY INVOLVEMENT

Board Member, Imani College Advocacy Center | Co-Founder, Montclair Community Pre-K

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## ADDITIONAL INFORMATION

Member, Columbia University Club of New Jersey | Tufts University Alumni Softball Team |

Own four trademarks in the health and wellness industry | Published author | Former iHeart Radio show host