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Professional Summary

Visionary marketing and customer success leader with over a decade of proven excellence in the robotics and manufacturing sectors. Expert in brand strategy, customer engagement, and operational excellence. Recognized for transforming complex systems into streamlined processes and delivering top-tier customer experiences. Seeking a remote position where my skills in marketing, communication, and customer success can drive transformative results.

Professional Experience

VP of Marketing and Communication

READY Robotics, Columbus, OH | Apr 2024 – June 2024

- Architected the comprehensive transformation of the READY Robotics brand, establishing rigorous standards for logo usage, typography, color palettes, and visual identity.
- Launched and managed the READY Brand Guidelines, ensuring brand consistency and integrity across all platforms.
- Directed initiatives to enhance marketing automation and customer experience, leveraging a diverse skill set to propel brand and communication strategies.

Vice President of Customer Success and Communication

READY Robotics, Columbus, OH | May 2022 – Apr 2024

- Pioneered the Customer Success team, driving enhanced customer satisfaction and loyalty through strategic initiatives and clear communication.
- Developed standardized processes and created integration for every step of the customer journey from lead to order fulfillment through onboarding and on-site training.
- Fostered cross-functional collaboration to improve customer experience and loyalty.

Director of Customer Success

READY Robotics, Columbus, OH | Apr 2021 – May 2022

- Spearheaded customer loyalty programs, improving overall customer experience.
- Implemented strategies that significantly enhanced customer support and engagement.
- Transformed company culture from providing traditional reactive technical support to creating a proactive support system that empowers customers to be self-sufficient.

Cloud Engineer

Veeam Software, Columbus, OH | Feb 2016 – Apr 2019

- Delivered technical support and expertise in disaster recovery of VMware, Hyper-V, AWS, and Azure environments, driving customer satisfaction.
- Played a pivotal role in troubleshooting complex technical issues, enhancing product offerings.

Director of Communication

ROCSPOT, Rochester, NY | Apr 2014 – Nov 2017 (Hybrid)

- Developed and executed marketing and communication strategies, boosting the organization's visibility and funding opportunities.
- Established the ROCSPOT Brand Guidelines, ensuring rigorous standards for branding and communication.

Network Surveillance Analyst

Time Warner Cable, Rochester, NY | Jun 2010 – Jul 2015

- Monitored network health, troubleshooting issues and dispatching technicians for repair.
- Utilized Remedy Ticketing System for event tracking, efficiently resolving network issues.

Tier 3 Technical Support Specialist

Time Warner Cable, Rochester, NY | Jul 2007 – Jun 2010

- Provided advanced support for high-speed data and Digital Phone services, resolving complex service issues.
- Developed troubleshooting guidelines and maintained expert databases to support customer service and field operations.

Education

Rochester Institute of Technology
Bachelor of Fine Arts (BFA), Industrial Design

Monroe Community College
Associate of Science (AS), Communication and Media Studies

Certifications

HubSpot Academy

Contextual Marketing (Issued Jun 2024, Expires Jul 2025, Credential ID: d95e8526738b4ab1ba449da9447fa6bc)

HubSpot Marketing Hub Software (Issued Jun 2024, Expires Jul 2025, Credential ID: b6dc446c76044d53aa3f759da49e553b)

SEO (Issued Jun 2024, Expires Jul 2025, Credential ID: d67d062dfad5478cb2b50ce124a35b18)

Social Media Marketing (Issued Jun 2024, Expires Jul 2026, Credential ID: 7fec4bb0b03f47289e76a51126466138)

Interaction Design Foundation (IxDF)

Human-Computer Interaction: The Foundations of UX Design (Issued Aug 2023, Credential ID: 150836)

READY Robotics

Fundamentals of Machine Tending (Issued Jan 2020)

Fundamentals of Robot Programming with ForgeOS (Issued Jan 2020)

Universal Robots

UR Core Training (Issued Jun 2019)

UR Service & Troubleshooting (Issued Jun 2019)

CompTIA

CompTIA Network+ (2009 edition) (Issued Apr 2010)

CompTIA A+ (Remote Support Technician) (Issued Oct 2008)

Skills

- Marketing Strategy and Execution
- Marketing Automation
- CRM Deployment/Migration, Management, Integration, and Optimization
- Network Infrastructure Design/Administration
- Information Security and Compliance
- Customer Success
- Web Development
- Copywriting
- SEO and SEM
- Data Analysis and Reporting
- Project Management
- Content Strategy
- Social Media Management
- Video Production
- Audio Engineering
- Brand Strategy and Management
- Communications Strategy
- Leadership and Collaboration
- Digital and Technology Integration
- Web Development, Design, and Maintenance
- Measurement and Analysis
- Backup Coverage of Information Technology and Customer Support

Core Competencies

Brand Strategy and Management:

- Crafted and executed a cohesive brand strategy aligned with READY's core values, vision, and objectives.
- Maintained the brand guide, voice, and visual identity, ensuring uniformity across all marketing materials and channels.
- Led initiatives to bolster brand awareness and market positioning.
- Partnered with the Product team to integrate brand elements into product design and user experience (UX/UI).

Communications Strategy:

- Developed and implemented comprehensive communication plans that effectively conveyed the company's messages to internal and external audiences.
- Oversaw the creation of visual and written communication guidelines, ensuring clarity and consistency.
- Managed public relations efforts, including media relations, press releases, and product announcements.
- Coordinated internal communications to ensure alignment and engagement across the organization.

Leadership and Collaboration:

- Led, mentored, and developed a high-performing communications team, significantly improving the quality and volume of output.
- Managed projects in Jira to ensure efficient workflow and project tracking.
- Collaborated with cross-functional teams, including sales, product, engineering, and operations/finance, to align communication efforts with organizational goals.
- Served on the safety and ISMS committees to ensure communication compliance with safety and security standards.

Digital and Technology Integration:

- Oversaw digital communication initiatives, including social media, email marketing, and content creation.
- Collaborated with sales, operations, and finance to integrate, develop, and enhance digital information architecture, communication tools, and sales and marketing platforms.

- Integrated brand and communication strategies into READY's digital presence.
- Designed, deployed, and managed HubSpot, focusing on scalable solutions to data management challenges.
- Defined and designed standard operating procedures and automated complex systems for sales enablement, sales operations, and order fulfillment.
- Standardized project management practices and created systems to centralize company data, improve cross-team integration, and enhance backend processes.

Web Development, Design, and Maintenance:

- Managed and maintained the READY website, ensuring it aligned with the brand strategy and provided an optimal user experience.
- Built a content management system enabling fast and scalable dynamic content creation for articles, white papers, case studies, and other collateral.
- Oversaw the READY newsroom, ensuring timely updates and consistent messaging.
- Maintained the portfolio of registered domains, ensuring they were up-to-date and effectively utilized.

Measurement and Analysis:

- Monitored and analyzed the effectiveness of branding and communication strategies using relevant metrics.
- Designed and deployed dashboards and reports to measure and analyze the performance of sales and marketing efforts.

Information Technology and Customer Support:

- Possessed in-depth knowledge of internal infrastructure and products, fostering strong rapport with customers and colleagues.
- Provided backup support in IT and customer support as needed.