

CREATIVE DIRECTOR | MARKETING DIRECTOR | BRAND STRATEGIST

Ten years leading brand strategy, creative direction, and marketing execution for technically complex, hardware-first products sold through international dealer and distribution channels. Sole marketing leader at SoundVision Technologies managing two internationally distributed brands simultaneously, a \$500K annual budget, and all creative output across digital, print, video, events, and channel marketing. Report directly to the CEO. Built one brand from inception. Rebuilt another from the ground up. Comfortable owning the strategy and executing it myself when needed.

PROFESSIONAL EXPERIENCE

SoundVision Technologies | Marketing Director

July 2015 - Present

SoundVision Technologies is the parent company to TruAudio (custom install AV) and VSSL (distributed audio streaming). I am the sole marketing and creative director for both brands, managing distinct strategies, visual identities, and channel approaches simultaneously under one budget and one team.

- Lead brand strategy, creative direction, and marketing execution for TruAudio and VSSL, two internationally distributed brands with different audiences, different tones, and different channel requirements, maintained as distinct identities under one parent company for ten years.
- Manage a \$500K annual marketing budget across digital, print, events, video production, tradeshow, and vendor partnerships. Report directly to the CEO with full budget ownership and accountability.
- Built VSSL from inception in 2015, developing the brand identity, positioning, go-to-market strategy, and full creative system from the ground up alongside the founding team.
- Led a complete rebuild of TruAudio.com on Webflow, restructuring the entire product catalog around application-based navigation and migrating 20-plus product series into a CMS that the team can manage without developer involvement. Designed, built, and launched solo in under three months.
- Recommended and executed a strategic channel pivot for VSSL, moving the brand off a D2C Shopify store and rebuilding as a static Webflow site directing traffic to Amazon and dealer channels. Result: \$5K-plus in annual platform savings and hundreds of Amazon referrals within the first two months of launch.
- Planned and executed SoundVision's first owned booth at ISE in Barcelona, coordinating three brands (TruAudio, VSSL, and Alta Labs), nine team members, and a full slate of international vendors from the US. Also organized a dealer event for 20 to 50 international customers the same evening.
- Plan and execute an annual international dealer conference for 90 to 175 attendees, managing venue, travel, brand materials, presentations, event production, and on-site experience end to end.
- Develop and execute multi-channel marketing campaigns across email, web, paid media, social, print, tradeshow, and dealer communications for both brands simultaneously.
- Create and maintain brand guidelines, visual identity systems, and messaging standards for three brands, ensuring consistency across every touchpoint from product pages to tradeshow graphics to dealer sales sheets.
- Maintain and manage three brand websites across Shopify, WordPress, Webflow, and Django-based platforms, owning content accuracy, SEO, product pages, and brand consistency.
- Direct all video production with an in-house videographer: teaser and launch videos, product overviews, app walkthroughs, install guides, and a post-launch tech support series built to proactively reduce inbound support volume. Appear on camera as presenter for product demos and walkthroughs.
- Write all campaign copy, including email campaigns, press releases, social content, website copy, product descriptions, sales sheets, and dealer communications, across both brands.
- Manage outside production partners including printers, screen printers, web developers, tradeshow vendors, and event suppliers across domestic and international engagements.
- Lead and mentor a small creative team of two to three people while remaining directly involved in design, production, and campaign execution.
- Use Google Analytics, Meta Ads Manager, Google Ads, and email reporting to evaluate campaign performance and inform creative and channel decisions.

PROFESSIONAL EXPERIENCE CONT.

ExtremeBeam | Marketing Manager

2013 - 2015

- Developed and executed brand and marketing programs for a tactical flashlight company selling through specialty retail and online channels, building product positioning and creative assets across digital, print, and promotional formats.
- Built foundational skills in physical product marketing, visual design, and channel communications that shaped a decade of subsequent marketing leadership.

TOOLS & PLATFORMS

Adobe Creative Suite | Shopify | WordPress | Webflow | Django | HTML | Google Analytics | Google Tags | Google Ads | Meta Ads Manager | Figma | Netsuite | Hubspot | Mailchimp | Microsoft Office | Monday.com | Trello | Google Business Profile | Google Search Console | Hootsuite | Loomly | Higgsfield AI

CREATIVE & MARKETING CAPABILITIES

Brand strategy and architecture | Visual identity systems and brand guidelines | Creative direction across digital, print, video, and events | Multi-channel campaign planning and execution | Website design, build, and CMS management | Copywriting and content development | Tradeshow and conference production | Budget management and executive reporting | Team leadership and vendor management | Product launch strategy and execution

CORE STRENGTHS

Marketing Strategy & Campaign Planning | Team Leadership & Creative Direction | Brand Guidelines & Visual Identity | Email, Web, Print & Promotional Campaigns | Website/CMS Management | Copywriting, Editing & Content Development | Event, Tradeshow & Conference Marketing | Marketing Analytics | PR Support, Media Assets & Product Launches | Sales Enablement & Training Materials | Loyalty Marketing | Product Marketing | A/B Testing | Marketing Automation | Customer Retention | Lead Nurturing | KPI Reporting | Vendor Management | Project Management | People Management

EDUCATION

Bachelor of Integrated Studies, Emphasis in Graphic Design & Art | Utah Tech University