

Creative marketing specialist and graphic designer with over 20 years of experience spanning commercial print, digital media, and marketing production. Combines hands-on creative expertise with strategic campaign execution to develop compelling visual content that strengthens brand identity, supports sales, and drives engagement. Experienced in translating complex technical information into clear, effective messaging across digital, print, social media, webinars, and event marketing.

EXPERIENCE

First Line Technology
MARKETING SPECIALIST

Nov 2023 – Present

- Contributed to record webinar registration growth, from 250 registrations in Q4 2025 to more than 800 in Q2 2026, through coordinated email, social media, and promotional campaigns.
- Plan, design, and execute integrated marketing campaigns across email, social media, webinars, and digital channels.
- Transform complex technical capabilities into compelling, scenario-based marketing content for specialized audiences.
- Design and produce product launch materials, including packaging labels, instructions, marketing collateral, and digital assets.
- Create and manage social media content across LinkedIn, Facebook, and X.
- Develop branded graphics, signage, and promotional materials for trade shows, training programs, and industry events.
- Partner with sales, technical, and operations teams to ensure consistent messaging and coordinated campaign execution.
- Maintain and update website content to support marketing initiatives and brand consistency.
- Use analytics and tracking tools, including GA4, UTM, and Mailchimp, to measure engagement and campaign performance.
- Lead onboarding and training of new team members on marketing tools, workflows, and processes.

Thermoquick, Inc.
SENIOR GRAPHIC DESIGNER / MARKETING SUPERVISOR

Apr 2002 – Nov 2023

- Led creative design and production operations in a high-volume commercial printing environment.
- Designed marketing materials, branded collateral, signage, packaging, and print assets for government and commercial clients.
- Managed production workflows to ensure quality, consistency, and on-time delivery.
- Built and maintained long-term relationships with government and commercial customers.
- Expanded production capabilities with specialty finishing services, including foil stamping and embossing, generating additional revenue opportunities.
- Implemented a web-to-print ordering system that streamlined customer ordering and strengthened long-term client relationships.
- Reduced production waste and reprints through quality assurance standards and workflow improvements.
- Trained and guided team members on design workflows, production systems, and print processes.

EXPERTISE & TOOLS

Creative & Multimedia	Graphic Design · Video Editing · Branding & Visual Identity · Photography Print & Digital Design · Social Media Content
Marketing & Campaigns	Campaign Development · Email Marketing · Webinar Production · Social Media Management Trade Show & Event Marketing · Sales Enablement · Technical Communication
Design Tools	Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Acrobat
Marketing Tools	Mailchimp · Hootsuite · GA4
AI-Assisted Workflows	ChatGPT · Perplexity · Gemini

EDUCATION

Northern Virginia Community College · Coursework in Mathematics, English, and Communications