

SUMMARY

Determined, passionate creative visionary dedicated to my work. Defined by my drive to make myself and everyone around me better by attaching myself to the mission, calling and purpose. I am Passionate about delivering strategic brand vision through leadership, innovation and creative solutions. I influence people by building a positive, authentic and engaged culture. I am dedicated, I invest, I care and I believe that anything is possible if you put in the work.

PROFESSIONAL EXPERIENCE

Grainger

Manager Onsite Services

Dec 2021 – Present

- Manage and lead 17 Onsite Service Team Members in an effort to build strong partnerships and to facilitate success in vendor managed and MRO inventory solutions and onsite customer service activities.
- Partner with internal and external teams to provide expertise to develop a tailored strategy that supports customers business pressures and goals
- Ensure the right solutions and resources are being offered and deployed to customers to ensure optimal customer satisfaction
- Manage projects by allocating resources ensuring return on investments and profitability

Supervisor Onsite Services

Dec 2020 – Dec 2021

- Led a team of 10 Onsite Service Team Members to deliver exceptional customer service inside Manufacturing, Healthcare, Multi-Unit Family and Government sites.
- Provided customers, the tools and supplies necessary to allow them to be more productive, safe and cost effective in their workplace.
- Partnered with the sales teams to provide expertise in Field Support offering to build a strategic plan that enabled sales team to meet or exceed incremental sales growth expectations to meet ROI for key account sites.

adidas Group

Sr. Field Marketing Manager, North America

Jan 2020 – Apr 2020

- Developed go-to market strategies for wholesale accounts, specific to Sporting Goods channels of distribution, focused on targeting the consumer, promoting brand-building initiatives and driving sell through.
- Built a high performing team with 15 direct reports, responsible for managing the day-to-day marketing plans and relationships with retailers, driving traffic and sell through at retail stores, and ensuring all consumer touch points are enhanced.
- Developed and implemented strategies for adidas's apparel and footwear presence in Dicks Sporting Goods locations. In less than two months, new strategies, increased market share by 30% in key cities.
- Consistently presented marketing content to internal sales and marketing counterparts, global counterparts, and wholesale partners with audiences ranging to 200+

Archrival Agency

Sr. Account Marketing Manager, North America

May 2018– Jan 2020

- Led adidas's Field Marketing program to drive sell through by enhancing brand advocacy and education among retail associates and ensuring visual excellence at point of purchase.
- Managed and engaged partners, including 200+ Field Agents to maximize their abilities to advocate to consumers and account partners. Built integrated above – the – line and below – the – line marketing programs to drive adidas's Sporting Goods business.
- Managed 300+ in store installs from concept to completion, executed visual sets and supported vendor maintenance in collaboration with cross functional partners.

Program Manager

Jan 2017– May 2018

- Developed and launched a new 1300sq ft apparel pad concept at Dicks Sporting Goods locations with rollout plans for future expansion across chain.
- Oversaw execution of key in-store programs, onboardings, trainings and brand events.
- Partnered with Global Marketing to produce regional marketing tools, consistent with overall brand direction.
- Implemented new operational processes and systems that reduced vendor costs by 25% YOY.
- Presented marketing initiatives to 300+ store managers at annual Retail Meeting, leading to brand consistency.

Reebok CCM Hockey

Director of Field Marketing, North America

Aug 2013 – Jan 2017

- Pioneered and developed CCM Hockey's first of its kind Field Marketing Program. Responsible for recruiting, hiring, onboarding and creating program platform.
- Managed a team of 15 Field Representatives who were responsible for key markets in the US and Canada.
- Grew market share by 50% in key cities and increased overall business by 100% in key US Accounts.
- Tripled sales globally through Community grassroots events and activations such as CCM Skills Camp.
- Expanded market share and retail channels through competitive analysis, new product concepts, packaging, pricing, advertising, collateral design, promotions, trade shows, and communications.

Reebok International

Reebok Marketing Representative

Jan 2011 – Aug 2013

- Built relationships with managers and associates at retail accounts and amplified Reebok sell-thru utilizing contests, product & marketing clinics, in-store events, grassroots events and incentives/giveaways.
- Created, conceptualized and executed over 200+ grassroots events. Identified events, fitness conventions, and ambassadors to convey brand message, and execute to maximize exposure.

Footlocker Inc.

Oct 2001 – Jan 2011

Store Manager and District Trainer

- Generated additional year over year sales of \$1M.
- Managed in-store processes and performance for stores that ranged from \$500K to \$2M in revenue.

EDUCATION

Master of Business Administration

Point Park University Pittsburgh, PA

Graduated: August 2008

- Coursework in Marketing, Business Management, and Strategic Leadership
- Senior Advisor and Mentor for Point Park University Center for Sports Media and Marketing
- Recipient of Distinguished alumni award; 2015

Bachelor of Arts in English Studies

La Roche University Pittsburgh, PA

- Minor in Marketing
- Captain of Women's Soccer Team
- Graduating Recipient of the President's Award for outstanding leadership and scholarship

AWARDS

2018 Leader of the Year

Adidas North America

2015 & 2013 MVP Award for Outstanding Leadership and Business Performance

Reebok CCM Hockey

2012 Marketing and Sales Rep of the year

Reebok International