

Marketing leader with 10+ years driving digital strategy, campaign performance, and team growth across financial services and agency environments. Deep expertise in GA4, HubSpot, and Google Ads — with a track record of leading cross-functional teams, managing martech budgets, and delivering data-driven campaigns that impact brand, engagement, and ROI.

Core Competencies: Marketing Strategy & Campaign Leadership • Team Development • Digital Channel Management • HubSpot & Marketing Automation • GA4 Google & Meta Ads • UX & Accessibility (WCAG) • Process Design & Workflow Automation • Reporting

Professional Experience

Manager, Digital Experience | F&G

Oct 2023 – Present

- Built self-service ad builder enabling partner agents to generate co-branded ads across 3 languages and 4 templates instantly, eliminating a multi-day designer bottleneck
- Streamlined email production workflow by 70% through dynamic templates and pre-launch testing — eliminating production errors and enabling sales team self-service
- Expanded design system from 7 to 80 WCAG-compliant brand colors; launched 3 self-service tools (image cropper, pattern generator, colorizer) empowering non-technical teams to produce on-brand materials independently
- Joined F&G Thrive ERG leadership as VP of Membership & Communications (2026), supporting employee mental health and disability inclusion initiatives
- Received F&G Excellence Award (Sept 2024) for leading Sitefinity-to-SharePoint platform transition

Digital Experience Lead | F&G

Jul 2022 – Oct 2023

- Led LPGA sponsorship campaign digital execution — won CADE Award for marketing excellence (May 2023)
- Migrated legal & compliance review workflow to Jira, reducing review cycles by 40% and improving campaign time-to-market
- Owned digital/martech budget; negotiated and optimized HubSpot contract achieving \$18K annual savings while expanding automation capabilities
- Implemented Adobe AEM Digital Asset Management platform, establishing version control and brand governance at scale - Received F&G Excellence Award (Oct 2023)
- Led Netlify migration improving build times 60%; established CI/CD pipelines for marketing asset deployment
- Regularly delivered campaign performance reports and UX analytics to senior marketing leadership

Senior Creative Technologist | F&G

Aug 2021 – Jul 2022

- Engineered automated rate sheet system reducing production from 3–4 days to 15 minutes (98% reduction) — won NOVA Award (2nd Place, MarTech) and People's Choice Award
- Architected Vue.js marketing tool supporting 13,125 product/channel combinations with Git-based audit trail for regulatory compliance

Creative Technologist | F&G

Mar 2021 – Aug 2021

- Administered HubSpot CRM and email automation platform;
- Deployed Jira with custom workflows improving marketing capacity planning and project visibility — Received CADE Award (Mar 2021)

Multimedia Designer | F&G

Oct 2019 – Mar 2021

- Improved website performance 40% and achieved WCAG AA compliance; launched award-winning HubSpot blog driving 30%+ organic traffic growth
- Illustrated F&G's first children's book for 'Bring Your Child to Work Day' — received CADE Award (Apr 2020)

Developer | Two Rivers Marketing

Jan 2018 – Oct 2019

- Delivered digital campaigns and accessible websites for industry-leading brands; championed ADA/WCAG compliance across all digital projects
- Led 100+ internal training sessions on structured data, semantic markup, and accessibility best practices
- Built internal headless CMS platform for RFP response sites, enabling account teams to launch client-specific microsites rapidly
- Won Silver Award — American Advertising Awards, Des Moines for 2018 Holiday Matching Game campaign (2019)

Digital Strategist | FenceTalkDigital

Apr 2017 – Dec 2017

- Spearheaded SEM operations growth of 40%; rebuilt agency website on modern headless framework reducing load times 10x
- Streamlined digital marketing campaign processes and deployments across all client accounts

Web Developer & Campaign Analyst | FenceTalkDigital

Jun 2015 – Mar 2017

- Managed and optimized digital campaigns for 20+ SMB clients; exceeded industry benchmarks through A/B testing and analytics-driven optimization

Skills & Tools

Marketing Platforms: HubSpot, Google Analytics 4 (GA4), Google Tag Manager, SEMrush, Google Ads, Search Console

Design & Content: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere), Webflow

Web & CMS: WordPress, Netlify, Sitefinity, SharePoint, Adobe AEM, Craft CMS, Vue.js, HTML/CSS/JS, Git/CI-CD

Project Management: Jira, Wrike, Monday.com, Asana

Accessibility: WCAG 2.1 AA/AAA, ARIA, semantic HTML, ADA compliance

Specializations: Marketing automation, workflow design, design systems, performance reporting, executive presentations

Education & Certifications

B.A. Graphic Design | University of Wisconsin-Platteville 2015

Certifications: Google Analytics • Google Conversion Optimization • Webflow

Awards & Recognition

- F&G Excellence Award (Oct 2023, Sept 2024) — Sitefinity to SharePoint platform transition, AEM Assets implementation
F&G's Excellence Award recognizes employees who have gone above and beyond their normal roles & responsibilities and who made significant contributions to the success of the company.
- CADE Awards (2023, 2021, 2020) — LPGA campaign, dynamic rate sheets, Jira workflow, children's book
F&G's CADE Award should be given to employees who have exhibited outstanding performance while demonstrating two or more of our cultural values (Collaborative, Authentic, Dynamic, Empowered).
- NOVA Award 2nd Place - AMA Iowa (2025, 2023, 2021) — Non-Profit & MarTech categories
- People's Choice Award — NOVA 2021 - AMA Iowa — Dynamic Rate Sheets automation project
- Silver Award — American Advertising Awards Des Moines (2019) — Holiday digital campaign