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SUMMARY

I am a publishing and marketing expert, including proofreading and editing, creating and implementing content and media calendars, and web design and publishing on WordPress. With over 20 years' experience in publishing and marketing, I have worked with early stage publications to create awareness through strategic marketing planning and tactical implementation including achieving a BPA audit. I am extremely detail-oriented and organized, and a self-starter by nature.

PROFESSIONAL EXPERIENCE

Co-founder and Publisher

stodox, Inc., Wilmington, NC | June 2020 – Present

Media company for investment and financial analysis.

- Managed, edited, proofread, and published over 80 investment-related reports
- Conceptualized and launched stodox.com e-commerce WordPress platform and accompanying marketing assets
- Directed daily operations and accounting functions

Owner and Publisher

PRISM Media LLC, Pittsburgh, PA | February 2016 – December 2020

Publisher of online publication, PRISM Sustainability in the Built Environment, an online b-b niche publication for sustainable building materials.

- Recruited 70+ authors for daily content and bimonthly online publication
- Collaborated with industry experts and pr specialists to produce quality editorial
- Curated, edited, proofread, and published 4000 articles, including 178 feature articles
- Researched, created and implemented yearly editorial calendars and media kits
- Led concept development of website and marketing strategy via social media to achieve user acquisition goals

Chief Marketing Officer

Kapp/Scanlon Financial Group, Pittsburgh, PA | May 2009 – February 2016

Kapp/Scanlon Financial Group – a registered investment advisory firm.

- Developed and executed marketing strategy including proofreading market updates
- Conceptualized and developed website using Dreamweaver
- Achieved a Series 65 designation
- Managed daily operations and accounting, ensuring seamless business functioning and profitability

Sales Manager and Publisher

Technology Publishing Company, Pittsburgh, PA | January 2006 – May 2009

Technology Publishing Company (TPC) – publisher of print coatings journals, PaintSquare (a coatings portal), and Paint BidTracker (a contractor job bidding site). Manager of all TPC's sales staff and then shifted into role of publisher of the *Journal of Architectural Coatings (JAC)*, which was circulated bimonthly to 20,000 readers.

- Oversaw profit and loss of *JAC*, and developed and executed yearly business plan
- Conceptualized and implemented marketing strategies resulting in a 30% increase in advertising sales over 2 years
- Managed the circulation effort of 20,000 readers and achieved a BPA audit in 2009
- Conducted reader surveys to ensure quality editorial and focused marketing while gaining 6 priceless testimonials from experts in the field
- Collaborated on editorial planning and assisted in content curation
- Spearheaded and led concept development cross-departmentally with 5+ team leaders to create and implement yearly editorial calendars and media kits
- Hired, trained and managed 9 sales team members

Co-owner and Marketer

Marketing Department Solutions, Pittsburgh, PA | September 2001 – December 2005

Marketing Department Solutions (MDS) provided strategic marketing, planning and implementation of appropriate tactical tools primarily for technology companies in Pittsburgh.

- Created a step-by-step marketing process to assist with planning
- Performed market research – both qualitative and quantitative research
- Assisted clients with tactical marketing needs including marketing collateral
- Designed and developed CSS/HTML website using Dreamweaver
- Presented the marketing process at a Carnegie Business Library event
- Served on the Pittsburgh Chapter of the Business Marketing Association (BMA) board

Ad Sales, Sales Manager and Product Manager

Technology Publishing, Pittsburgh, PA | January 1997 – June 2001

Ad sales and sales manager of *Protective Coatings Europe (PCE)*, a print publication circulated to members of 26 technical coatings organizations throughout Europe; and served as a product manager for PaintSquare.

CORE COMPETENCIES AND SKILLS

- Content curation, proofreading (AP Stylebook), publishing, management, marketing, business planning, advertising, and qualitative/quantitative research
- HTML5, CSS3, WordPress, SEO, Google Analytics, SurveyMonkey, and MailChimp
- Adobe Creative Cloud including Photoshop, InDesign, Dreamweaver and Acrobat
- Microsoft Office (including Word Review), Google Docs, and QuickBooks

EDUCATION

- 2025 Meta Front-End Developer Certificate: React, JavaScript, Version Control, HTML and CSS, and UI/UX including Figma
- 1996 MBA International Business, Point Park University, Graduated Cum Laude
- 1991 BA French, University of Pittsburgh