

## WORK EXPERIENCE:

### AMERICHEM INC.

Global Marketing Specialist January 2022 - Present

- Lead strategic planning and execution for digital marketing initiatives, including social media, email campaigns, and website content, enhancing global market reach.
- Spearhead trade show planning and execution for major industry shows such as K-Fair, resulting in a 15% increase in lead generation.
- Design promotional materials and communications, ensuring alignment with marketing strategies and enhancing customer engagement.
- Lead cross-functional teams to translate marketing initiatives to diverse global markets, optimizing brand impact.
- Analyzed market trends and campaign performance using Google Analytics to optimize ROI and improve future initiatives.
- Ensured consistent global brand messaging and visual identity across all communication channels and regional teams.
- Managed an annual marketing budget of \$100,000, ensuring cost efficiency and adherence to financial goals.

AmericheM Business Leadership Program January 2020 - January 2022

#### Sales Engineer / Account Manager

- Collaborated with commercial and sales teams to plan and execute industry events and tradeshows, generating new business opportunities.
- Delivered technical support and solutions, managing relationships with over 20 clients to enhance satisfaction and retention.
- Developed technical presentations and product demonstrations, showcasing benefits and applications of solutions.
- Partnered with account teams to convert client needs into actionable project plans, including timelines, scopes of work, and resourcing requirements.

#### Manufacturing Engineer

- Created processing instructions for over 1,000 products for ERP system transition, ensuring data accuracy and efficiency.
- Directed onboarding and training for ERP system (Oracle) implementation, streamlining processes across teams.
- Managed updates of product formulas, customer portfolios, and certifications, maintaining product quality.
- Planned production schedules, optimizing resource allocation and production efficiency.

#### Technical Service Engineer

- Collaborated with account teams to translate client requests into comprehensive project plans, including timelines and resourcing requirements.
- Prepared and managed project timelines across multiple workstreams, ensuring timely execution.
- Developed and nurtured relationships with brands, driving business growth and client satisfaction.
- Led strategy and execution of new and existing products.
- Delivered creative assets and reports to stakeholders, managing communications with mailhouses and email marketing teams.

## EDUCATION:

ARIZONA STATE UNIVERSITY Anticipated Graduation: May 2025

Major: Graphic Design, B.S.D

PENN STATE UNIVERSITY Graduated: December 2019

Major: Plastics Engineering Technology, B.S.