

PROFESSIONAL PROFILE

- ❑ Designed, coordinated and executed strategic marketing plans to meet goals for large entertainment facilities
- ❑ Developed marketing budgets and operated within those budgets
- ❑ Tracked and analyzed results of marketing programs for effectiveness
- ❑ Coordinated and supervised buying, placement, creative, production and execution of all broadcast and print advertising as well as Internet, website, promotional collateral and internal signage, both with an advertising agency and direct, while maintaining brand standards
- ❑ Conception to creation to completion and execution of unique, entertaining and spectacular promotions, special events, contests, giveaways and VIP parties that increase revenue
- ❑ Developed, implemented and improved rewards programs to increase revenue
- ❑ Developed and coordinated direct mail and public relations campaigns
- ❑ Collaborated with vendors to negotiate and create mutually beneficial promotions, events and sponsorships
- ❑ Worked with local and national promoters to book entertainment, negotiate contracts and produce events; coordinated audio/video requirements, fulfillment of riders and on-site logistics for performers
- ❑ Developed and facilitated programs to aid staff in providing exceptional customer service
- ❑ Collaborated and communicated with inter-departmental team members and outside vendors to ensure successful, smooth implementation of promotions and events
- ❑ Responsible for daily supervision and management of marketing team including annual reviews and interviewing and hiring new team members

PROFESSIONAL HISTORY

Marketing Manager / Marketing Director September 2006 to October 2008
Gaming Consultants Incorporated dba Silver Dollar Casinos,
Golden Nugget Casinos, Riverside Casino, Royal Casino, Club Hollywood Casino and Drift On Inn Casino
Created and executed promotions that were successful in increasing visits and drop for chain of 11 casinos and restaurants in greater Seattle area. Conducted players club focus groups to improve players club participation and rewards; doubled the size of the players club in less than two years. Developed tiered direct mail program that included monthly players rewards, birthday rewards, new member and recapture campaigns. Reward campaign increased monthly drop by recipients over 150% and visits over 100% in 2007; Birthday program increased drop by recipients 29% in 2007 and 63% in 2008. Responsible for database maintenance, directed database clean-up project, trained new personnel on player tracking system and managed launch of players club at two newly acquired properties.

Marketing Director July 2005 to August 2006
Suquamish Clearwater Casino Resort
Created and executed player loyalty promotions that achieved an average monthly net revenue increase of 19% and reached record net revenue numbers four out of thirteen months. Completed a nation-wide advertising agency review.

Directed media launch and casino re-branding with opening of hotel and spa including supervising the redesign of website. Implemented recapture direct mail campaigns. Oversaw installation and training of new player tracking system

Assistant Marketing Director / Acting Marketing Director

July 2003 to July 2005

Muckleshoot Casino

Planned, developed, coordinated and supervised execution of all promotional activities and off-site events; managed development, production and distribution of promotional materials and internal signage. Placed monthly print advertising with local newspapers, magazines and national publications. As Acting Marketing Director was also responsible for executing last quarter of marketing plan within budget and then analyzed for effectiveness. Developed budget and created new promotional events for following year.

Promotion Manager

August 2001 to March 2003

Emerald Queen Casino

Responsible for creating, coordinating and executing promotions and special events; responsible for communicating details of promotions and events to all departments and working with departments concerned to guarantee a smooth and successful event; responsible for media and public relations for casino events and presence and image at off-site community events. Wrote all copy for redesigned website. Supervised seasonal staff of up to 20 employees.

Personnel and Event Coordinator/Public Relations

December 1999 to July 2001

Washington Evergreens Hockey

Responsible for organizing and coordinating logistics, equipment and uniforms for five traveling state all-star youth hockey teams and five local tournament teams, coaches and parents. Duties included processing tournament applications, making travel arrangements, scheduling practice ice; primary on-site contact and liaison for tournament directors, coaches, players and their families. Aided in the organization of eight spring league teams. Responsible for media and public relations.

Public Relations/Administration

Miss E-Lam Plus Unlimited Hydroplane Racing Team

Responsible for media and public relations of unlimited hydroplane racing team and making all team travel arrangements. Primary team contact at race sites for race officials, media and fans; responsible for creating and production of printed promotional materials, souvenir merchandise and team apparel.

Director of Administration

Unlimited Hydroplane Racing Association

Responsible for coordination and administration of all aspects of major motor sport including liaison between unlimited hydroplane race teams, race site personnel, sponsors and UHRA officials and staff. Maintained title sponsor relations and contract compliance and promotion, sales, marketing and administration of UHRA Fan Club. Coordinated all facets of the Unlimited Light Racing Series, including obtaining race sponsors for local events, marketing and media and public relations for the series. Coordinated annual black-tie awards banquet.

SKILLS

Microsoft Windows XP; Microsoft Office including Word, Excel, PowerPoint, Access, Publisher and Outlook; Internet research and electronic communication skills; several different player tracking databases

EDUCATION AND EXTENDED STUDIES

Bachelor of Arts in Communications / Physical Education and Coaching Minor - Washington State University

Customer Service Training – Muckleshoot Casino Training and Development August 2003

Interviewing and Hiring Training – Muckleshoot Casino Training and Development May 2004