

JH

A Sample Portfolio

EXPERTISE IN:

- Marketing Communications
- Public Relations
- Creative and Project Direction
- Global Strategic Thinker
- Crisis Management
- Account Management, Acquisition, and Retention
- Departmental Infrastructure, including budget administration
- Team Building
- Author of initiatives, grant proposals, and collateral
- Generating revenue streams
- Social Media, End-user experience, and SEO/SEM

Consultant Services

Project Manager/Director

- Nevada Care, Inc.

- Author of a government grant and supplement funding RFP's to educate minority and other socio-economic groups per center's mission

- Stereo D, LLC.

- Coordinated industry trade show booth logistics
- Worked with in-house creative team to author marketing and recruiting collateral along with implementing a reporting and tracking tool to show progress of projects

- AeroVironment, Inc.

- Worked with an outside creative vendor to revamp the Power Processing Systems brand, including sales sheets, brochure, and trade-show materials

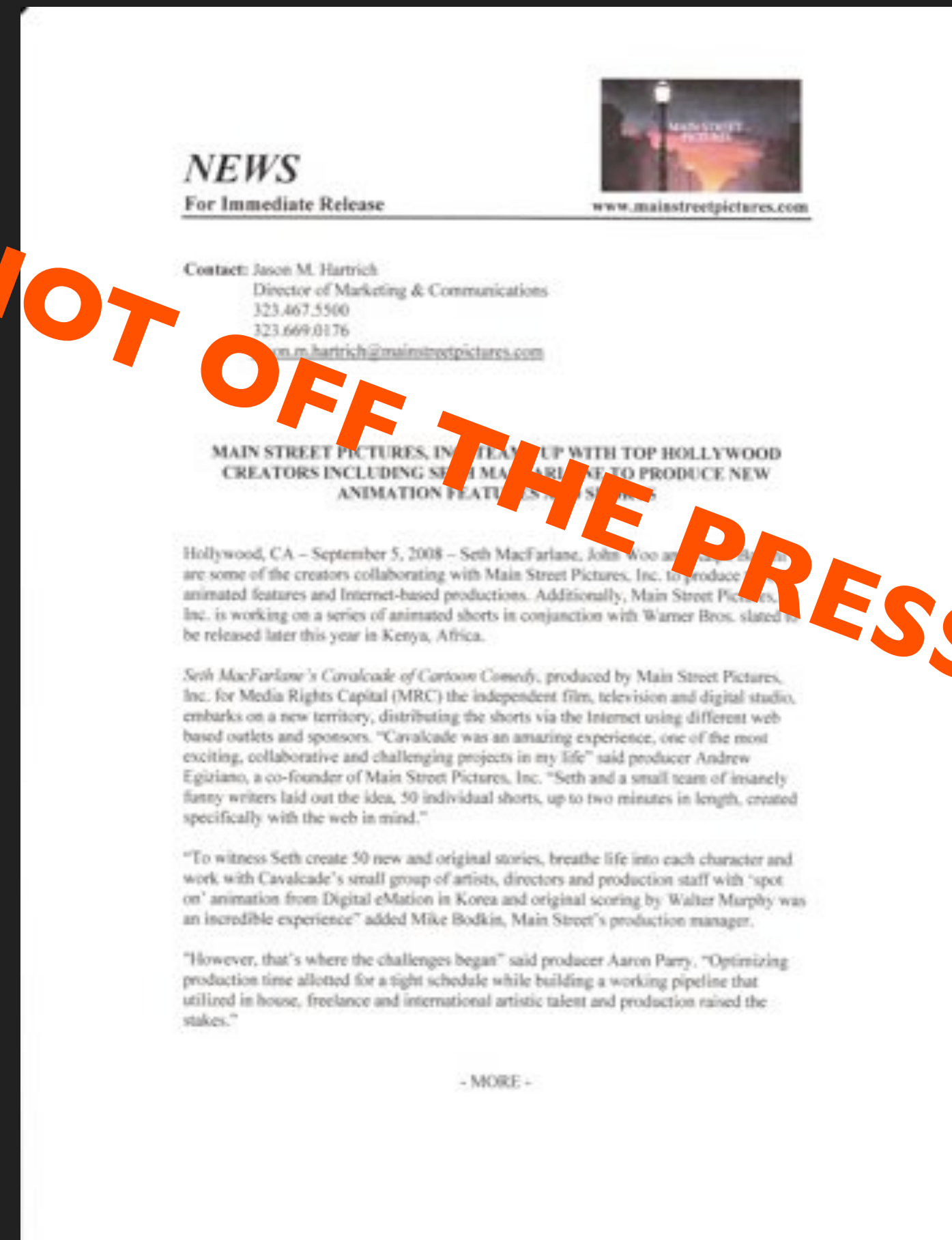
- Silver & Freedman APLC

- Generated new revenue stream using their online training webinar series
- Researched business and consumer behaviors online; recommended specific solutions to exceed online training attendance and viewership of site

Main Street Pictures, Inc.

Director of Marketing and Communications

- Created the “Buzz” in media outlets for animation and CG projects
- Defined market segments, executed marketing and communications plans, optimized MarCom infrastructure and brand
- Authored \$3 million USAID grant for the creation of a comic book series for social change

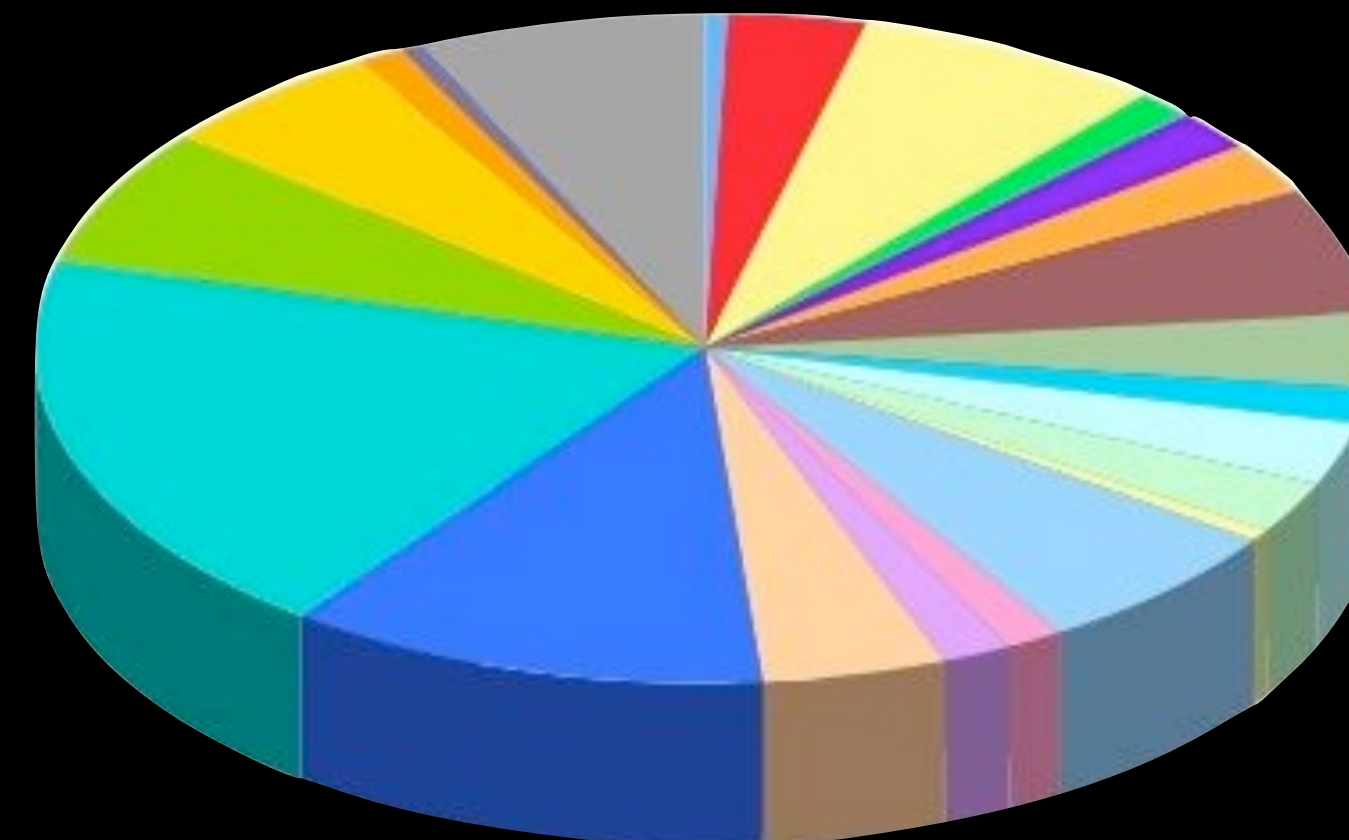


Market Analysis

Market Performance Research

- Provided production cost to Box Office revenue ratio
- Modeled marketing initiative costs to ROI
- Market share analysis
- New business development

ROI Ratio Chart



University of Nevada: School of Medicine

Marketing, Communications Manager

- Developed and executed strategic advertising, public relations, and marketing programs
- Successfully fulfilled a need for updated program marketing materials, which increased patient base by 70%
- Collaborated with outside vendors to create a CDC online website and media campaign
- Gained FREE national marketing from Blue Cross/Blue Shield, Pfizer, Susan G. Komen Foundation, and sponsorship from NASCAR



www.1800quitnow.org

Discus Dental, Inc.

Online Marketing Manager

- Played a key role in designing a user friendly store website, along with developing an online marketing strategy
- Wrote SEM/SEO ads and executed email campaigns
- Used database tracking tools to measure and analyze ROI

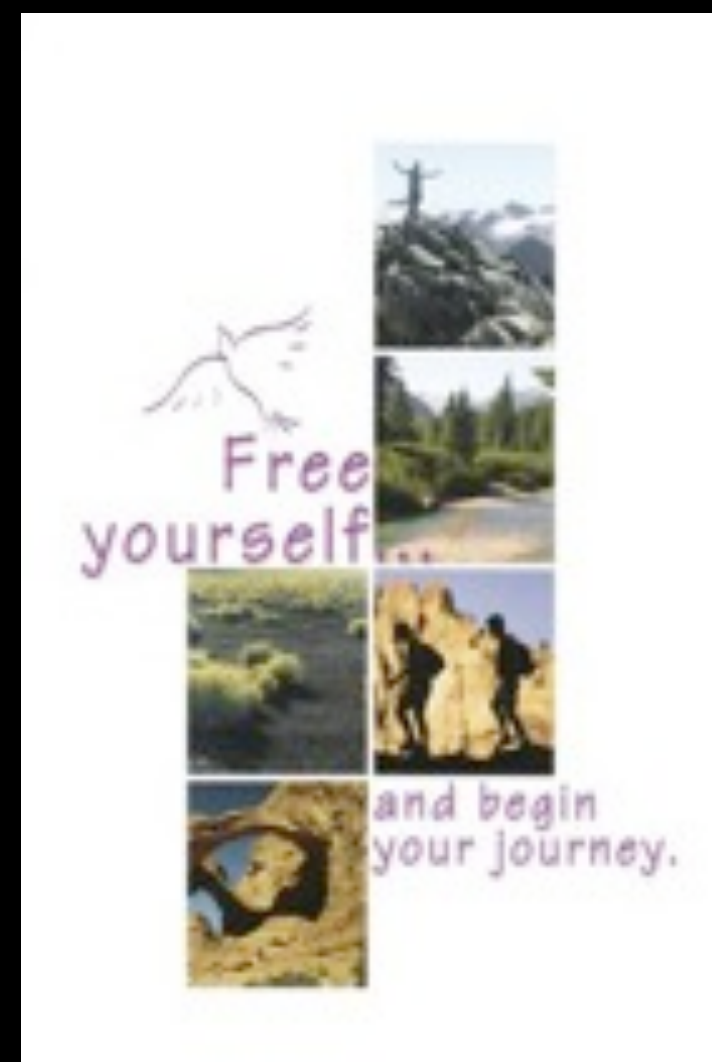
Regional Marketing Manager

- Collaborated with outside sales team to create cross-promotions for a variety of dental products and roll-outs
- Used media impression systems to track media hits
- Originated comprehensive marketing plans and utilized creative briefs to implement strategies

Marketing Materials

This booklet satisfied a three-fold marketing requirement

- Updated a confusing, non-branded pamphlet to an educational booklet for the target market
- Fulfilled a grant goal of distributing 100k
- Utilized in statewide Nevada Hospitals to meet their requirements for JCAHO licenser



After

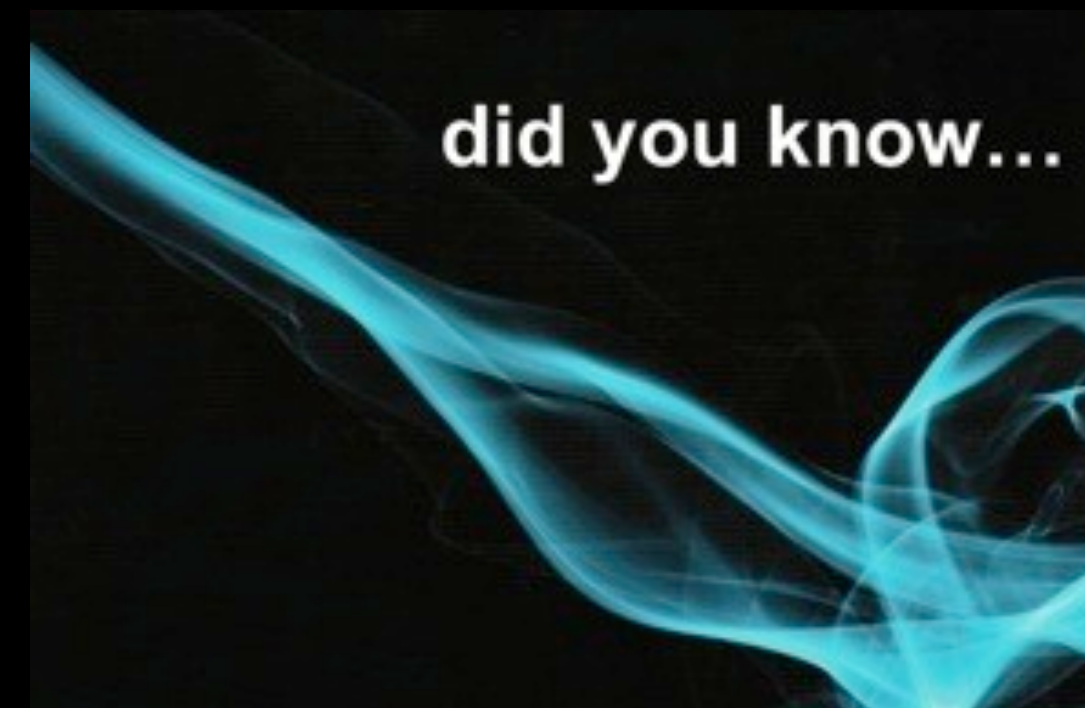



Creative Direction

Power Processing Systems
Put your concepts to the test

HYBRID

BATTERY TYPES	FUEL CELL TYPES	CAPACITORS
LEAD ACID	POLYMER ELECTROLYTE MEMBRANE (PEMFC)	ELECTROLYTIC
LITHIUM-ION (LI-ION)	DIRECT METHANOL (DMFC)	SUPERCAPACITOR
NICKEL-METAL HYDRIDE (Ni-MH)	SOLID OXIDE (SOFC)	ULTRACAPACITOR
	MOLTEN CARBONATE (MCFC)	



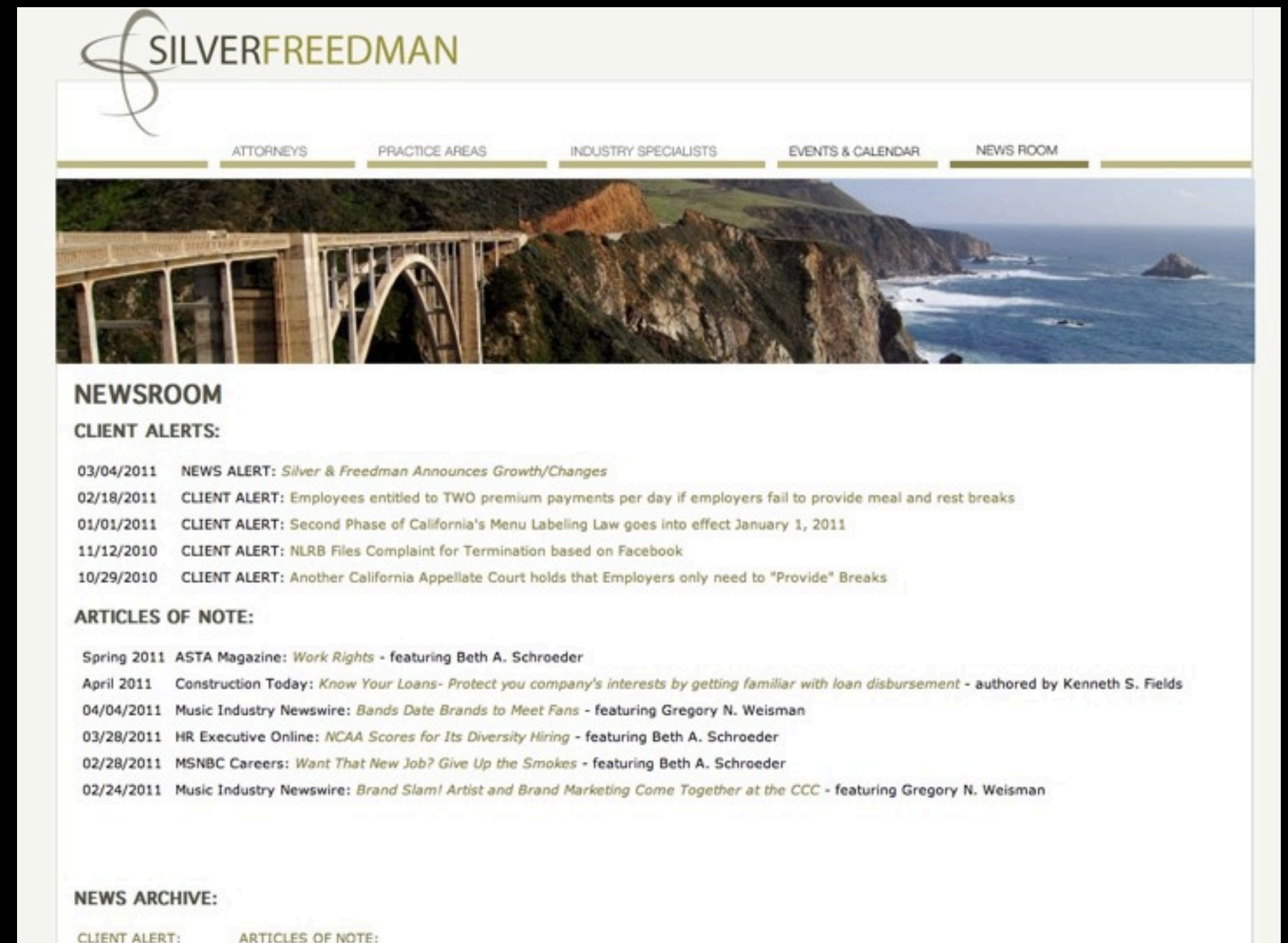
The mission of the Aquatic Foundation of Metropolitan Los Angeles is to build public awareness of the physical and mental benefits of swimming and to establish and promote water programs for all age groups. Teaching, inner-city and low-income children to swim and train for national competitive swimming receives special emphasis.

The foundation's goal is to make year-round use of the 15 heated swimming pools located in the Second District of the County of Los Angeles.



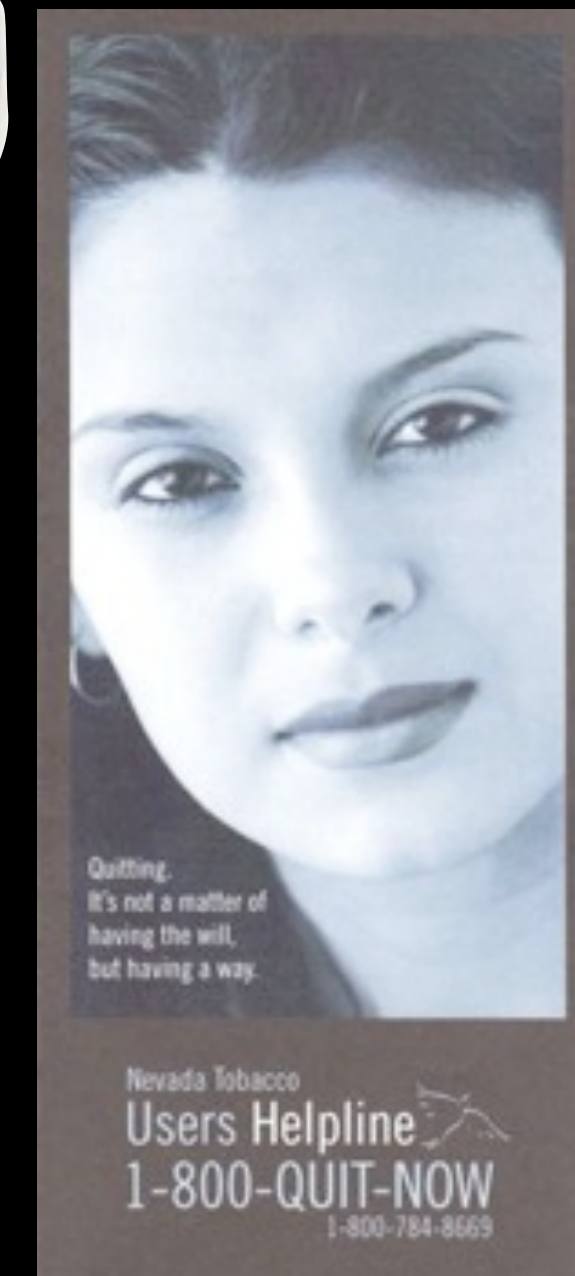
Online Project Direction

- Collaborated with outside web developer to create an updated, user friendly website, and back-end maintenance platform
- Utilized key social mediums, such as MetaTags and marketing segmentation tools to maximize optimization of site
- Developed and implemented a strategic marketing plan to publicize the new site, including the ease of a new registration process for events and educational webinars



Online Project Direction

- Collaborated with the National Cancer Institute, CDC, and Banyon Communications to develop a national campaign
- Online website was created that included personal testimonies, blog, and chat room
- Offline marketing efforts included building relationships within the community, radio and television ads, along with distributing educational booklets to target groups



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