

PROFESSIONAL SUMMARY

Performance-driven and customer-centric Digital Marketing Director with extensive experience leading the development of innovative digital marketing strategies and facilitating the adoption of social media tools to improve brand awareness and promote companies' products and services. Solution-driven entrepreneur with hands-on experience utilizing digital marketing technologies like Online Marketing, Video Production, Information Technology, and Live Streaming to achieve strategic business objectives and maximize ROI. Dedicated Registered Nurse with 15+ years of experience collaborating with other healthcare professionals to provide nursing care to patients of all ages.



AREAS OF EXPERTISE

Digital Marketing Strategies
Corporate Video Production
Search Engine Optimization

Digital Content Creation
Social Media Engagement
Product Development & Branding

Technology Strategies and Forecasting
Cross-Functional Team Coordination
Business Process Improvement



EXECUTIVE HIGHLIGHTS

- Solutions provider with strong working knowledge of digital marketing technologies and hands-on experience designing digital content solutions and promotional campaigns to drive success
- Strategic Business Partner with extensive experience collaborating with industry leaders and leading cross-functional teams to devise unique market-entry strategies across digital platforms
- Result-oriented and analytical solutions provider with strong business acumen, insight and talent for developing strategic partnerships & business alliances to increase monetization in marketplaces
- Proven leader with strong communication (written and verbal), interpersonal and relationship building skills, adept at engaging and coordinating complex, large-scale project team with multiple stakeholders to achieve outstanding results
- Adept at monitoring patients' health conditions, identifying medical problems, planning their long-term care needs, administering medication, and providing patients with knowledge for self-care at discharge
- Delivered exceptional care for emergency and hospitalized patients, and assisted the physician during diagnostic and therapeutic procedure to promote optimum patient outcomes; provided basic life support in case of emergencies
- Analytical and self-motivated individual who expertly analyzes statistics to identify operational gaps, determine the level of service performance, and recommend best practices and performance improvements steps

Service-driven entrepreneur who brings a different approach to the digital marketing arena by providing high-quality content (specifically video production) to deliver business goals and objectives, and enhance company growth - promotional video production, editing, writing, and directing



PROFESSIONAL EXPERIENCE

Br8kthroo Corp | CEO

FEB 2014-PRESENT

- Provide key leadership and strategic direction to streamline and optimize the daily operations of the company to achieve sales and net profit objectives; direct the accelerated growth and expansion of the company's core services.
- Devise extensive digital marketing strategies, and implement tactics including SEM (SEO&PPC), mobile and social media marketing to generate brand awareness and increase user engagement.
- Spearhead the creation of unique digital marketing strategies and roadmaps for different clients; lead the planning and integration of innovative weekly video content, social media content and blogs to enhance consumer engagement.
- Establish global partnerships with product marketing, strategic marketing and other relevant agencies to deliver successful digital strategies and activities; identify new opportunities for multi-channel integration of digital strategies.
- Create brand and campaign-specific best practices and guide campaign maintenance strategies while managing web presence, including Facebook and other social media business accounts.
- Implement and direct all search engine optimization (SEO) and search engine marketing (SEM) programs, including analysis of campaign reports; provide technical guidance and strategy for content.
- Increase revenue, traffic and conversion rate by brainstorming, writing, producing and directing promotional videos.
- Perform ongoing analytics of campaign reports to identify trends, emerging markets and capitalize on market needs.

- Veterans Affairs, Audie L. Murphy**, San Antonio, TX | **Staff Nurse** OCT 2009-PRESENT
- Consistently assessed, planned, and evaluated care of patients with a broad spectrum of diagnoses; communicated and collaborated with physicians and other healthcare professionals to ensure the delivery of optimal care.
 - Delivered patient education to rehab population on a variety of topics including Healthy Living, Healthy Diet, Congestive Heart Failure, Diabetes, Hypertension, Traumatic Brain Injury, Prosthetics and other health care topics.
 - Consulted Polytrauma administration on Microsoft Office software, CPRS tools and documentation, VA policies

- United States Air Force Reserve**, Andrews AFB, TX | **Flight Nurse** JUL 2009-NOV 2013
- Led over 20 missions, directed medical teams with 5 to 7 RNs and EMTs to safely move patients from combat operations to higher levels of care; significantly improved recovery rate.
 - Performed rapid initial assessment, documentation, and safe care to stabilize critically wounded patients.
 - Provided patient care and treatments, such as dressing wounds, treating bedsores, giving enemas, douches, and performing catheterizations.
 - Led Germany operations team to pilot new Air Evacuations computer documentation system to improve documentation performance measures.

- Veterans Affairs Baltimore Medical Center**, Baltimore, MD | **Staff Nurse** JAN 2004-SEP 2009
- Supervised direct and indirect nursing care to ambulatory care patient population in the emergency department.
 - Used research and collaboration to develop, construct, and implement CPRS templates “ECS Nursing Flow Record” and “ECS Nursing Triage Note”; the result was compliance with VHA and JCAHO standards as well as improved patient continuity for ECS patients in the VA.
 - Developed, constructed and implemented an ECS schedule MS Excel schedule with network security features, functionality for timekeeping purposes, and easy access for management purposes.
 - Developed emergency triage model which included a critical response team with the goal of improving performance measures. The result was an increase of 40% for EKGs conducted within 10 minutes for patients presenting with Acute Coronary Syndrome; cross-trained to support primary care outpatient clinics.

- Veterans Affairs Medical Healthcare System**, Baltimore, MD | **Care Coordinator** NOV 2006-JUN 2007
- Monitored consistency between patient plan of care and actions of the medical team; coordinated patient referrals and discharge/admission planning activities.
 - Coordinated outpatient care of veterans with physicians, social workers, and other health professionals and hospital systems.
 - Supervised the installation, training, and use of sophisticated telehealth equipment for monitoring outpatient status.

- Maryland Air National Guard**, Baltimore, MD | **Nurse Team Leader** SEP 2003-FEB 2006
- Managed nursing practice and provided nursing care in the clinic setting focusing on quality customer service.
 - Supported and enforced infection control policies and procedures, utilizing both medical and aseptic techniques.
 - Communicated diagnosis and treatment plans to patients at their educational level.

- Florida Hospital, Level 3 Emergency Department**, Altamonte, FL | **Emergency Nurse** SEP 2003-JAN 2004
Sinai Hospital of Baltimore, ER7, LEVEL 2 Emergency Department, Baltimore, MD FEB 2002-JUL 2003
Emergency Nurse
U. S. Army Task Force 44th Med, Bagram Air Base, Afghanistan | **Registered Nurse** FEB 2003-MAY 2003

EDUCATION

- MBA** | University of Phoenix San Antonio, TX 2014
- GPA: 3.9 of a maximum 4.0
 - Relevant Coursework, Licenses and Certifications:
 - Delta Mu Delta Honor Business Society

- BSN, Registered Nursing/Registered Nurse** | University of Maryland, Baltimore, MD 2001
Associate's Degree | Community College of Baltimore County Baltimore, MD 1999

JOB RELATED TRAINING

- ACLS Instructor
- BLS