

Client-facing innovator with great skills in design, tech, written and verbal communication. Deep experience solving clients' communication needs in web, print, events, motion, and more. Passionate about technology's influence on "story" and how it can be used in marketing, sales, and engagement. Inspires teams of creatives and coders. International experience.

Professional Competencies

Strategy

Strategic Analysis & Direction
User/Customer-Focus
High-level Concept Development
Bold Vision & Innovative Solutions
Highly Organized

Creative

Digital & Traditional Marketing
Strong Writing & Verbal Skills
Creative & Art Direction
Web Design
Graphic Design

Tactical

Client Relations
Project Management
Content Management
Brand Management
Ideation Facilitator

Professional Experience

Founder & CEO

CrowdNews, Inc

Greater Boston Area, MA, 2012 to Present
Startup, News Industry. [CrowdNe.ws](#)

Disruptive news-marketplace startup.

- Defined market need for digital approach to news gathering, distribution, and sales.
- Created unique news-distribution business model.
- Initiated marketing, business, legal plans and executions.
- Recruited 150+ private beta journalists.
- Designed web site, UX, graphics, and more.
- Coded web site, prototypes, upcoming private beta.

CrowdNews, Inc acquired Media Spoon, LLC in 2012.

Founder & President

Foodies Emporium, Media Spoon, LLC

Greater Boston Area, MA, 2006 – 2012
Ecommerce, Online Publishing, Marketing, Design

- Conceived, designed, launched online kitchen arts store, *Foodie's Emporium*.
- Negotiated distribution deals with major national kitchen arts suppliers. Distribution model allowed zero inventory with purchases drop-shipped directly to customers.
- Conceived, designed, and published online magazines [DancingSpoon.com](#) and *Politics DMZ*.
- Managed all ten contributing writers.
- Designed and published online communities *DancingSpoon Community*, *Politics DMZ Community*.

- Managed *care and feeding* of our online communities.
MediaSpoon, LLC acquired Wheeler Design Group in 2006.

Founder & Principal

Wheeler Design Group

Boston, MA, 1989 – 2006

Paris, France, 1994 – 1998

Marketing and Design Firm

- Ran successful marketing and design firm in Boston, MA and Paris, France for 15+ years.
- Solved clients' communication needs across a variety of channels including web, multimedia, video, print, branding, and live events.
- Designed, and produced web sites, blogs, communities, online and offline marketing campaigns, marketing materials, national sales campaigns, advertising, and more for domestic clients including AGFA, Abbott, IBM, and Siemens Nixdorf.
- Excelled at tough one-off assignments and special projects.

Launched Wheeler Design Paris

- Designed and produced web sites, advertising campaigns, and marketing materials for international clients including FCB, Grey Entertainment (France), LCD Multimedia, ODA, Saatchi & Saatchi Business Communications (France), Virgin Interactive Entertainment (France).
- Developed and taught first multimedia course, **Parsons School of Art & Design, Paris.**

Technical Skills

Computer

Expert Apple OS, Apple iOS

Programming

HTML, CSS, Bootstrap,
studying Javascript

Methodologies

Agile, Lean, GitHub

Software: Creative

Dreamweaver, Fireworks,
Illustrator, Keynote, Pages,
MindMapping

Cloud

Amazon Web Services (AWS)
Email Marketing Services
Blogging Platforms
GitHub

Ecommerce

Amazon Pro Merchant
Amazon Payment Systems
GumRoad
TinyPass

Software: Business

Harvest, QuickBooks, Numbers,
Google Analytics, Evernote

Education

B.A., History, Political Science, English, San Diego State University, San Diego, CA

On-going business, design, and technical learning.