

PROFESSIONAL EXPERIENCE

amyg.com

Marketing Communications and Branding Consultation
11.03 - present

- Brand and logo development, corporate presentations, copy writing, program and project management, brochure design; Clients include:
 - High Tech*
 - Cisco Systems
 - Intuit
 - Covad
 - Peribit Networks
 - Trapeze Networks
 - CommerceNet
 - ShoreTel
 - Media and Communications*
 - MediaLive International
 - Bayside Media
 - Bluefish Communications
 - The Foresite Group
 - Health and Wellness*
 - Equilibrio Pilates
 - The Yoga Company

Trapeze Networks

Marketing Communications Manager
10.02 - 11.03

- Brand development and management from the outset of the company
- Packaging design for all hardware, software, services and technical publications
- Website design and development in five languages (www.trapezenetworks.com)
- Management of all web content
- Advertising creative
- Copy writing
- Extremely successful company launch in April of 2003 (success measured by press, web hits and general industry buzz)

Extreme Networks

Marketing Communications Director
9.01 - 10.02
Marketing Communications Manager
7.00 - 9.01

Promoted to Director after 1 year, with 9 direct reports

- Oversaw the complete overhaul of the corporate website (www.extremenetworks.com -- which has been modified since my departure), including a huge customer service interface section
- Managed a new advertising and brand campaign
- Began the branding development that Extreme continues to employ today

Manager

- Product marketing of hardware and software, including all collateral development and new product launches
- Brand management

Chordiant Software, Inc.

Marketing Communications Manager
11.98 - 7.00

- Wrote, edited, designed and distributed all collateral
- Managed all aspects of tradeshow, conferences and road shows
- Developed advertising campaign
- Developed and managed programs for lead generation and lead management, including implementing a new database program for Sales
- Developed and designed corporate presentations
- Brand management
- Website design and management (www.chordiant.com -- which has been redesigned since my departure)
- Developed programs for direct mail, telemarketing and email blasts
- Coordinated with PR and Legal for all outbound corporate communications through the company's IPO process in February 2000

Versant Technology

Services Marketing and Marketing Programs Manager
4.97 - 10.98

- "Productized" Customer Support, Education and Professional Services offerings
- Developed and designed Services offering catalog and field sales tools
- Managed the annual customer survey
- Managed the beta program for new products
- Developed and managed a new invoicing database system for software maintenance agreements, resulting in exceeding budget expectations by 10% in Q497 and 15% in Q198
- Managed company's entire look & feel makeover

Sun Microsystems

CONTRACTOR - Program Manager
11.96 - 4.97

- Assisted in implementing a new sales and product database system for Authorized Service Provider program, including sales forecasts and new product pricing

Straumann USA

Regulatory Affairs Manager
4.95 - 9.96
Customer Support Representative
10.93 - 4.95

The Straumann Company is a dental implant manufacturer based in Switzerland. Straumann USA is the North American subsidiary.

Promoted to Regulatory Affairs Manager after 1.5 years

- Managed any complaint from North American customers and the feedback loop of complaints and "failed" devices to the FDA
- Developed and managed an international product failure database and processes to comply with FDA requirements
- Wrote all FDA documentation for new product releases and imports
- Product managed any custom product needs, and developed marketing and pricing plans for those custom products, including product collateral
- Analyzed the competitive market, developing pricing structures for standard products

Customer Support Representative

- Customer training
- Technical support

EDUCATION

Smith College '92

Bachelor of Arts, Comparative Religions and Biblical Literature

SOFTWARE SKILLS

Application Expertise

Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Microsoft Publisher

Application Familiarity

Macromedia Dreamweaver, Macromedia Flash, Netscape Composer, AutoCAD

CONTINUING EDUCATION

Introduction to Macromedia Flash
Professional Presentation Skills
Finance and Accounting for Non-Financial Executives
Successfully Managing People
Performance Management Workshop

Managing to Stay Legal, Parts I and II
Project Management
Introduction to AutoCAD
Advanced AutoCAD
Berlitz German