

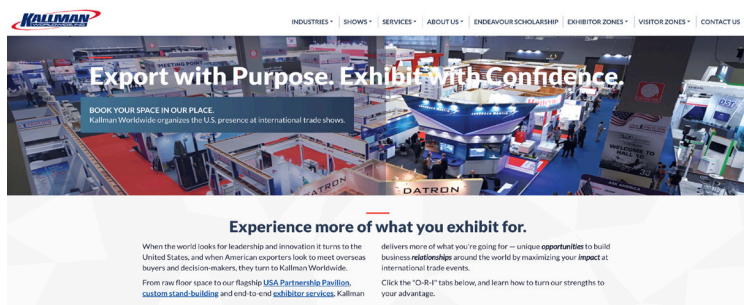
"Experience more of what you exhibit for."

Kallman Worldwide Brand Marketing / 2015 - 2020

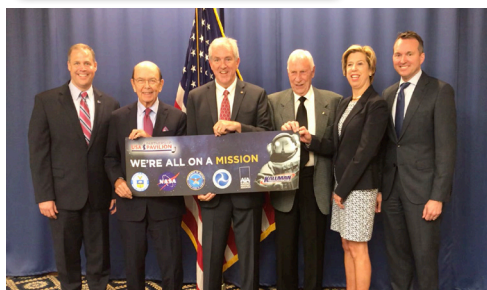
Kallman Worldwide organizes the U.S. presence at international trade events. As head of marketing and communications, I directed a change management strategy to differentiate the brand as an advocate for U.S. industry — not just another show space flipper — and achieved the goals I set to 1) raise the bar for creative, messaging and targeting; 2) bring order and accountability to the internal marketing and communications function; and 3) unify the organization culture around core values, best practices and data metrics.

- Designed, wrote and directed a new web site (www.kallman.com) and content marketing campaign that **increased traffic 50% cycle-over-cycle while cutting web operating expenses 80%**.
- Created a custom media network that **generated more than \$2 million** in global media partnerships and incremental sales.
- Conceived, wrote and directed promotional events and sales campaigns that helped drive **double-digit, cycle-over-cycle event revenue growth**.
- Placed A LOT of **news and thought-leadership content** in general, trade and show media around the world.

Web Dev and Design



WE LISTEN. WE INVENT. WE DELIVER.



Advocacy and Thought Leadership



Advertising



E-Newsletter Marketing



Media Events and Placements