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## OBJECTIVE

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An experienced and competitive enterprise marketing executive, life coach, and entrepreneur who is enthusiastic about making an impact with an organization that has a meaningful mission and vision.

## EXPERIENCE

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### Entrepreneurial Ventures, 2012 – Present

**Scottsdale, AZ**

Utilizing my unique experiences, passion for life, and entrepreneurial spirit; I have developed and managed several projects with an aim to impact the lives of others.

- JTA Coaching, Founder, 2012 – Present
  - Founded an inspirational and motivational company that focuses on the development of passions and overcoming adversity in the pursuit of success.
  - Wrote and self-published “No You Can’t, Yes I Can,” an inspirational children’s book.
  - Traveled around the United States sharing inspirational stories through written blog articles, connections, and social media.
  - Public speaking: I have been hired to provide motivational speaking at schools, cancer relays, and events in Arizona, Illinois, Florida, Australia, and Japan.
  - Coaching: mentoring and coaching individuals to improve their life, spiritual, and business skills.
- Passion4ball, Founder and Director of Operations, 2012 – 2020
  - Founded Passion4ball to fill a void in the quality training and coaching for youth athletes, with an emphasis on fundamental life skills, mindset, and emotional intelligence.
  - Managed relationships between collegiate coaches, players, student-athletes, and partners.
  - Created and owned the business strategy, marketing, and sales.
  - Developed and implemented a successful marketing plan to build brand awareness and grow the customer base.
  - Lead coach and mentor for athletes and coaches.
- Arcadia Youth Basketball, Co-Founder and Director of Operations, 2015 - 2017
  - My co-founder and I developed a basketball program to provide the residents of the Arcadia neighborhood, Arizona, with quality basketball training, coaching, and recreational leagues with a focus on developing a community building organization.
  - Developed and implemented a successful marketing plan in efforts to drive community awareness and participation.
  - Developed the business plan and strategies utilized in building the foundation of the program and continuing growth.

### Chief Executive Officer, 2020 – 2021

**Chandler, AZ**

SCI Creations LLC is a data-driven digital growth company focused on helping knowledge leaders in various industries create repeatable and scalable digital revenue streams. Offering full service digital marketing focused on customer acquisition, engagement, retention, and nurturing to build and sell core products and services.

- Created and executed SCI’s mission, vision, and culture.

- Worked closely with SCI account managers to develop marketing strategies to successfully execute the client's customer value journey.
- Led bi-weekly meetings to inspire and increase employee engagement, moral, and productivity.
- Led and drove sales for SCI business value to potential prospects.
- Implemented SCI's Dream Manager program to help inspire and motivate employees to create a work-life balance that created more success and happiness in their SCI work and personal lives.
- Worked closely with the executive team to evolve and improve the business value proposition.
- Built out email marketing campaigns, websites, blogs, content strategy, SEO, online courses, subscription programs, webinars, social media strategies, and more for both SCI and clients.

## **High Performance Life Coach, Growth, 2018 - 2020**

**Chandler, AZ**

Growth.com is the world's foremost personal training hub offering access to leading experts, proven strategies, and convenient virtual tools to drive superior outcomes for those who want to achieve more. Growth empowers clients to achieve more of their life ambitions, faster and with greater certainty.

- Assisted clients in developing realistic goals and life plans.
- Coached clients through Brendon Burchard's High-Performance Habits curriculum.
- Motivated individuals to make positive life-altering changes.
- Challenged clients to take action resulting in momentum towards their goals and dreams.
- Tracked client progress and maintained case files for reporting purposes.
- Communicated strategies to improve choices, overall wellbeing, and relationships.

## **Director of Business Development, Satrix Solutions, 2015 - 2016**

**Scottsdale, AZ**

Consultative sales and business development focusing on customer and employee feedback to drive valuable Key Performance Indicators for the Sales, Marketing, and Operations organizations in medium-sized B2B companies.

- Managed the entire sales process for all prospects from leads to close.
- Worked closely with the Director of Marketing to develop strategies to improve the number and quality of incoming sales leads.
- Developed, led, and implemented the regional account strategies needed to successfully "hunt" new prospects.
- Sold business value and consultative services at the C-level and SVP level of organizations.
- Developed and presented Statements of Work and Master Service Agreements to finalize and negotiate the close of deals.
- Worked closely with client advisors to continue building out and fine-tuning our business value proposition.

## **Account Executive, Teradata Corporation, 2011 - 2014**

**Chandler, AZ**

Account Management within Financial, Insurance, and Healthcare organizations with a focus on Data-Driven Analytics. Owned the end-to-end sales cycle and customer relationships at the following accounts: Bank of the West, Experian, Mutual of Omaha, Corelogic, and Aviva.

- Managed multi-million dollar accounts with a 2.5 million dollar quota.
- Coordinated a team of sales, solution experts, and consultants to effectively sell and implement a wide variety of solutions.
- Developed, led, and implemented the account strategy needed to successfully implement Teradata solutions.
- Co-owned plan for marketing applications within accounts.
- Successfully implemented the Challenger Sales Model into the sales process.
- Produced a 1.5-million-dollar deal within a dying account after seven months of ownership.
- Took the lead on an underperforming account to double the previous year's sales in less than 5 months.
- Sold business value and technical solutions at the C-level and SVP level of organizations.

## **Professional Basketball Player, 2006 - 2011**

**International**

Federation of International Basketball Association

- Competed in professional leagues in Australia, Japan, Venezuela, Argentina, Kuwait, and Korea.
- Participated in team community service activities for sponsors and youth organizations.

## **ACCOMPLISHMENTS/LEADERSHIP**

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Having battled and successfully defeated life-threatening illnesses, twice, I have realized the difficult cards I was dealt were actually a blessing in disguise. I have received various athletic, academic, and professional honors in my life. I have also had the privilege of utilizing my experiences as a medium to inspire, motivate, and lead others.

- Co-Captain Oita Heat Devils, BJ League Japan, 2008
- NCAS Giant Steps Courageous Student-Athlete Award, 2005
- Arizona State University Golden Heart Award, 2004
- **Jimmy Valvano Comeback Player of the Year Award -ESPY, 2003**
- Gene Autry Courage, Award, 2002
- Arizona State University Men's Basketball Team Member, 1999-2004
- Pac-10 Academic All-Conference Team, 2002, 2003, 2004
- ASU Maroon and Gold Academic Award 2000, 2001, 2002, 2003, 2004
- **Featured in "100 Heroes: People in Sports Who Make This a Better World," written by Richard E. Lapchick**

## **EDUCATION**

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### **Arizona State University, 1999-2003**

Bachelor of Science in Justice Studies, Arizona State, May 2003

- Minor in Sociology
- Graduated Cum Laude, GPA 3.47

**\*\*References available upon request\*\***