

Hands-on leader with over 2 decades experience in digital marketing, web development, IT operations, digital & print publishing, content creation, and strategic planning in fast-paced environments.

Lawrence Systems

2024-2026

VP, Content & Community

REPORTS TO

President

MSP turned educational content destination for IT professionals, MSPs, and Homelab enthusiasts

- Collaborated with Tom Lawrence to deliver valuable IT instruction to over 375k subscribers
- Translated complex IT and security topics into accessible campaigns, balancing objectives with credibility
- Built and managed sponsorship programs with leading IT vendors, aligning campaigns to reach 915k+ unique viewers per quarter and 72M+ total YouTube views
- Produced high-visibility content initiatives, increasing reach and boosted sponsor visibility in top markets for Huntress, Twingate, NinjaOne, Domotz, Blumira, 45 Drives, Micro Center and other IT vendors
- Design and management of Lawrence Systems merchandise and online platforms

MSP Media Network

2023-2024

Creative Director

REPORTED TO

CEO

Content production group focused on informing the MSP community and providing services to vendors and related entities

MSP Dispatch was ranked [#2 most popular YouTube channel for MSPs by Syncro in 2023](#)

- Creative direction and strategy for online content programming and client services
- Management of a team of graphic designers, web developers, media editors, and content creators
- Design and production of digital and physical client assets including conference booth layouts
- Planning and production of industry-focused webinars, online discussions, and other live activities
- Production, editing, and publishing of regularly scheduled live-streamed and recorded programming
- Planning and execution of in-person events including an MMN-hosted pre-day at MSPGeekCon 2023

Valiant Technology

2017-2023

Creative Director

REPORTED TO

President

Award-winning Managed Services Provider for creative, nonprofit, and professional service industries across the continental United States

Ranked among [top 10 best MSP websites in 2019 by ninjaOne, thevaliantway.com](#)

- Design, development, and maintenance of digital properties and supporting infrastructure
- Planning and execution of inbound marketing, lead-generation, social media, and content strategies
- Planning and production of weekly live stream including strategic partners and industry leaders
- Execution of co-branded campaigns with Microsoft, Dell, Quantum, SonicWall, Kaseya, NinjaOne, etc.
- 2018 brand refresh, creation of guidelines, and sales and marketing asset production
- [Implementation of HubSpot CRM](#), integration with multi-service lead generation/nurturing workflows
- Design and maintenance of cloud-based HIPAA compliant infrastructure for major pharmaceutical clients

Valiant Cloud

2015-2017

Senior Developer

REPORTED TO

President

Bespoke Disaster Recovery as a Service provider; a subsidiary of Valiant Technology

- 2016 rebrand including website relaunch and refresh of all sales and marketing assets
- Planning and execution of social media and lead generation strategies
- Implementation of development workflow including version control, testing, and automated deployments
- Development of customer portal front-end; a JavaScript-based SPA web app powered by a REST API
- Development of customer portal back-end integrated with deployed tech stack for detailed reporting
- Provided web development and infrastructure planning services for Valiant Technology clients

**Mediabend
Capital**

**Gruppo Diego
Della Valle**
2013-2015

Director of Digital
Technology

REPORTED TO
CEO & COO

Digital media publisher targeting audiences seeking exclusive luxury fashion, entertainment, and travel

- Led redesign of all online properties, improving usability, accessibility, SEO, and organic traffic
- Designed and developed ItalianTouch USA's corporate site with custom integrations
- Rebuilt and segmented infrastructure, cutting operational spend by 28%
- Engineered highly available ecommerce platforms optimized for security, ad flexibility, and scalable traffic
- Managed vendor relationships, service contracts, and development partners
- Produced digital advertising assets for TOD's, Hogan, Roger Vivier, Fay, and David Yurman

**Latina Media
Ventures**
2007-2013

Director of IT
& Digital Media

REPORTED TO
President

Publisher of Latina Magazine with a readership of over 2 million in the US and ranking No. 1 in total advertising pages among Hispanic publications

[2009 Webby Awards Honoree: Websites and Mobile Sites Community, latina.com](#)

- Rebuilt infrastructure with a hybrid VoIP system, improving continuity and security while cutting costs
- Implemented secure remote access and messaging systems for editorial and production teams
- Directed vendor management across technology, production, and office equipment providers
- Led relaunch of Latina.com (2009) and launch of TheLatinKitchen.com (2010), achieving #3 ranking among fashion/lifestyle magazine sites (Media Industry News)
- Expanded digital brand presence through Google, Flipboard, and Amazon partnerships
- Supported ad operations with DFP trafficking and traffic-based revenue optimization

**National
Foundation for
Teaching
Entrepreneurship**
2000-2007

IT Manager

REPORTED TO
CFO & COO

NFTE teaches entrepreneurship to young people from low-income communities to enhance their economic productivity by improving their business, academic and life skills

[2005 CODiE Awards Finalist: Best Secondary Education Instructional Solution, BizTech 2.0](#)

- Directed design, development, and maintenance of NFTE's digital properties and intranet
- Led U.S. technical efforts for BizTech 2.0, an online entrepreneurship and business plan platform
- Rebuilt corporate network across 18 sites and 3 datacenters, ensuring reliability and scalability
- Designed and implemented a high-availability Microsoft Exchange environment across coasts
- Developed and tested business continuity systems in partnership with Veritas, Microsoft, HP, and others
- Managed IT operations budget, vendor relationships, and HQ technology services

**Education
& Related**

REFERENCES
Available upon
request

- HubSpot Inbound & Contextual Certifications, 2019
- Microsoft Certified Systems Engineer, 2000 & 2003 (early achiever)
- San Diego State University Distance Learning, 2003
- NFTE/Babson Certified Entrepreneurship Teacher, 2001
- Pace University - Computer Science, 1999-2000

- Kaseya Professional Services Advisory Council member, 2021-2022
- Automotive High School (NYCDOE) Technology Curriculum Advisory Board Member, 2001-2002

