

MARKETING SPECIALIST

Motivated strategic marketer with over 10 years of B2B and B2C experience as an analytical and results-driven professional seeking new opportunity to apply proven digital and traditional marketing knowledge.

QUALIFICATIONS

- ✓ **Client-oriented leader** with cross-industry experience driving strategic marketing initiatives across multiple channels, including online, print, and retail.
- ✓ **Effective communicator** skilled in cross-functional collaboration and complete brand management.
- ✓ **Proven project management** expertise and ability to promote long-term planning for success in deadline-driven environments.

SKILLS & EXPERTISE

- Email Marketing
- Social Media
- Content Strategy
- Analytics & SEO
- Brand Management
- Strategic Marketing
- Website Design
- Graphic Design
- Communication
- Print Production
- Product Launches
- Project Management
- Public Relations
- Sales Solutions
- Client Relations
- Problem Solving
- Collaboration & Communication
- Database Marketing

WORK EXPERIENCE

Carbon's Golden Malted, Glen Mills, PA • April 2015 – Present

MARKETING COORDINATOR

Provide direct marketing support in retail (B2C) and hospitality (B2B) food service industry by developing marketing and content strategies to reinforce brand message. Create content for print and digital campaigns and monitor reporting through various metrics to measure success. Collaborate with sales team to develop specialized, ad-hoc direct marketing communications. Develop segmentation strategies based on determined criteria. Assist in e-commerce web design, development, and deployment.

- Manage Cost Per Click (CPC) campaign on AdWords with a 8.0% conversion rate and over 400% average monthly return

SKYLAND USA LLC, Avondale, PA • April 2011 – April 2015

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PROGRAM DIRECTOR / MARKETING MANAGER

Developed and monitored marketing activities to reinforce rooflite® brand message via web and print media on national and global platform. Conducted online meetings on a regular basis for licensee training. Developed content strategy for online campaigns including email marketing and social media. Managed user experience of company website and intranet for English and Spanish licensees and customers. Oversaw event marketing responsibilities including calendars and budgets for tradeshow and licensee meetings.

- Managed market-positioning efforts and lead brand-development initiatives to keep rooflite within top 3% of industry suppliers
- Identified and executed marketing activities to keep web properties within top 5 results in SERP
- Implemented Microsoft CRM Dynamics for lead capture and conversion as sales solution for global network of green roof soil facilities
- Design and development of web pages using HTML, CSS and Content Management Systems

PERFORMANCE PRINTING COMPANIES, New York, NY • January 2008 - October 2009

NATIONAL ACCOUNT EXECUTIVE

Established and nurtured print production relationships with national advertising agencies and producers of consumer goods. Assisted with development of environmentally-friendly product line including agri-based, biodegradable, degradable, and recyclable substrates. Specialized in stored value card production management.

- Drove \$1 MM in sales by pursuing new accounts
- Agency client list included VitroRoberston, G2, Saatchi and Saatchi, and RappCollins
- Consumer goods client list included Pepsi, Absolut Vodka, Grey Goose, and Heineken, as well as gift cards for Home Depot and Safeway

IDT CORPORATION, Newark, NJ • June 2004 – January 2008

MARKETING MANAGER / DIRECTOR OF CARD PRODUCT MANAGEMENT-TELECOM

Lead development and market implementation of point of sale-activated (POSA) card programs. Provided in-depth product analysis for strategy and positioning while maintaining compliance with regulatory and channel partner requirements. Monitored usage and inventory while serving as catalyst for ordering, re-ordering, and destruction of obsolete materials. Conducted national and regional sales training for program support.

- Oversaw annual production in excess of 15,000,000 point of sale-activated cards
- Produced point of sale (POS) materials for over 100,000 retail locations including 7-Eleven, Walgreens, BP, and Rite-Aid
- Received On The Spot Award for innovation in retail product management

EVERYTHING PREPAID LLC, Dallas, TX • February 2002 – June 2004

MARKETING MANAGER

Managed new product development marketing, design and production strategies for point of sale-activated card programs. Served as liaison to service providers to ensure full compliance within retail channels. Nurtured vendor relations while organizing internal operations group to guarantee accurate and timely delivery of materials. Managed all tradeshow and monthly sales training initiatives while maintaining annual budget and goals.

- Negotiated vendor based printing fees resulting in a 45% reduction in magstripe printing costs
- Implemented and maintained Co-op funding program with wireless carriers resulting in recouping an additional 2% of AT&T and Cingular wireless sales

SOFTWARE / TECHNICAL EXPERIENCE

- | | | |
|------------------------|-------------------|--------------------|
| • Adobe Creative Cloud | • MS Office | • Constant Contact |
| • Adobe Illustrator | • MS CRM Dynamics | • Google Analytics |
| • Adobe Photoshop | • CMS Made Simple | • Google AdWords |
| • Adobe InDesign | • Wordpress | • MailChimp |
| • Adobe Acrobat | • HTML 5 / CSS3 | • Survey Monkey |
| • Adobe Dreamweaver | • Facebook | • Twitter |

VOLUNTEER WORK

DELAWARE NATURE SOCIETY, Greenville, DE • 2012-Present

EVENT PHOTOGRAPHY

Provided photographic documentation during the Harvest Moon Festival and other events for use in marketing materials

DELAWARE CENTER FOR CONTEMPORARY ARTS, Wilmington, DE • 2010-Present

TEACHING ASSISTANT, ARTISTIC YOUTH PROGRAMS

Duties include helping children and their families implement art-making projects, helping students problem solve ideas, preparation and cleanup, and documentation of programs

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION, MARKETING MANAGEMENT
WILMINGTON UNIVERSITY Anticipated 2017

BACHELOR OF SCIENCE, MARKETING
WILMINGTON UNIVERSITY 2015

Delta Epsilon Rho Honor Society, Dean's List – All Semesters, Student Advisory Board – Marketing Program

DIGITAL ANALYTICS FUNDAMENTALS CERTIFICATE
GOOGLE ANALYTICS ACADEMY ONLINE 2013

ENVIRONMENTAL STEWARDSHIP CERTIFICATE
RUTGERS UNIVERSITY – ESSEX COUNTY EXTENSION