

DIRECTOR OF MARKETING**STRATEGY ■ CREATIVE DIRECTION ■ BRAND DEVELOPMENT ■ GRAPHIC DESIGN****CAREER SUMMARY**

Creative and innovative Marketing Professional with significant expertise in identifying and capitalizing on market opportunities to drive revenue growth, expand market penetration and win dominant market share. Practiced in analyzing competitive landscapes and designing product visions and market strategies. Possesses strong analytical skills, with the ability to develop innovative concepts in brand identity and bring them to fruition. Repeatedly promoted into leadership roles based on demonstrated creative talents. Skilled in producing unique marketing campaigns, designing marketing collateral, managing budgets, launching new products, supporting lead generation efforts, and attaining company objectives. Adept at communicating with management, vendors and internal departments to drive marketing efforts and deliver measurable results.

SELECTED ACCOMPLISHMENTS / AWARDS

- ☑ *Grew revenue from \$500K to \$1.5 million and audio titles from three to 25 over 12 months at XYZ.*
- ☑ *Conceived successful trade show promotion that attracted 30% of attendees to company's exhibit at ABC.*
- ☑ *Increased corporate communications effectiveness 100% while at Life, Inc.*
- ☑ *2008 American In-House Design Award*
- ☑ *2007, 2006 Aster Awards: Gold Award: Pharmaceutical Promotions*
- ☑ *2007 Healthcare Advertising Awards: Merit Award: Pharmaceutical/External Publications*
- ☑ *2006 Healthcare Advertising Awards: Gold Award: Pharmaceutical/Medical Devices*
- ☑ *2005 APEX (Awards for Publication Excellence): Award of Excellence for "One of a Kind Medical Publication"*
- ☑ *2005 Medical Marketing and Media: Award for "Healthcare Business Publication of the Year"*
- ☑ *2005 Magnum Opus Awards: Award for "Strategy: Best Use as an Integrated Marketing Tool"*
- ☑ *2005 Aster Awards: Award for "Excellence in Medical Marketing"*

PROFESSIONAL BACKGROUND

LIFE, INC. INSURANCE GROUP – CLEVELAND, OH (2008 – PRESENT)

CORPORATE MARKETING DIRECTOR

Charged with developing appropriate, effective and differentiated branding, creating/writing/producing marketing communications that implement the brand and increase brand awareness, developing/implementing internal and external communications plans, and developing field communications, contests, national meetings, prospecting plans and materials for distribution.

- Maintained direct oversight of the creation and monitoring of a \$3 million marketing budget.
- Redesigned corporate communications processes; increased effectiveness 100%.
- Qualified and retained an outside Public Relations Agency; directed efforts to ensure maximization of company awareness in marketplace.
- Created company's distinct B2B and B2C brand messages; hired agency to create new visuals, marketing copy, and launch a new corporate website. Managed creative vendors to ensure appropriate branding of all corporate materials.
- Developed/managed sales incentive programs, introduced sales collateral and an on-line sales support system.
- Created and introduced all training collateral. Analyzed and adjusted prospecting plan based on value-added consumer materials.
- Designed/developed presentations for CEO's use in investment partner and sales meetings.

THE MCM GROUP (MANAGED CARE MEASURES) – MARLTON, TX (2000 – 2008)

CREATIVE DIRECTOR

Recruited to market the company through appropriate, innovative and clearly communicated materials expressing our corporate brand as well as the client's product branding.

- Conceptualized, designed and developed all company publications, collateral, advertising and promotional material.
- Created sales tools, meeting materials, advertising and publications for clients.
- Direct oversight of all creative and project management staff for all deliverables.

ABC INTERNET AND TELECOMMUNICATIONS, INC. – PENNSAUKEN, NY (1999 – 2000)

DIRECTOR OF MARKETING

- Analyzed company marketing plan, developed/implemented revised methods/materials.
- Developed affinity marketing programs reaching 3 million + targeted consumers nationwide.
- Conceived successful trade show promotion that attracted 30% of attendees to company's exhibit.
- Redesigned company collateral and promotional material; drafted new marketing copy for outdoor and radio.
- Qualified, selected and managed outside vendors for printing, radio promotion, trade shows and public relations.

THE BEGINNING CREATIVE GROUP, INC. – NEWARK, NJ (1998 – 1999)

PRESIDENT

- Implemented new agency identity and branding; taught marketing concepts to general staff. (Wrens' Nest, Inc. Glass NJ)
- Designed and authored copy for all printed materials.
- Managed public relations, developed newsletter, created television commercials.
- Directed creative team of graphic designers, copywriters and photographers geared toward marketing plans for small companies.
- Formulated strategic plans; hired and managed staff; selected outside vendors.

XYZ INFORMATION SERVICES, INC. – MT. WHITNEY, NJ (1992 – 1998)

VP/GENERAL MANAGER, AUDIO DIVISION

- Grew company from three titles to 25 titles over 12 months.
- Increased revenue from \$500,000 to \$1.5 million in one year.
- Full responsibility for P&L accountability.
- Offered first-ever subscription based products for the company.
- Created product identity and branding, packaging, content selection, target market identity and direct mail programs.
- Negotiated and secured contract with Johns Hopkins School of Medicine Continuing Medical Education Division.

DIRECTOR OF MARKETING

Prepared formal marketing plans, created affinity marketing strategies reaching over 1+ million targeted physicians. Developed new corporate identity, directed market research, established journal advertising and retained new Public Relations firm. Improved profitability by cross-marketing between product lines.

CREATIVE DIRECTOR

Cut printing costs 30% saving \$300,000 annually. Acted as project manager, prepared graphic designs, and proofread copy. Created and authored value-added customer newsletter.

EDUCATION & TRAINING

Master of Business Administration, Marketing Emphasis; Cardean University—3 courses completed

Bachelor of Science, University of the State of New Jersey

Associate of Science in Graphic and Advertising Design, Parsons School of Design, New York

TECHNICAL SKILLS

MS Office: PowerPoint, Word, Excel, MS Project, Quark (InDesign), Illustrator, Photoshop and Adobe Professional Suite.