

COMMUNICATIONS CONSULTANT

Summary

Seasoned [Marketing Communications Professional](#) with a comprehensive background managing highly effective communication campaigns that supported key sales, marketing and stakeholder engagement objectives. Marketing Manager offering a comprehensive background in the development and execution of strategic communication plans to drive member acquisition, retention and reactivation.

Highlights

- Brand Management
- Budget Accountability
- Event Management
- Social Media
- Advertising
- Media relations
- Sales promotions
- Project management
- Self-directed
- Digital advertising
- Enthusiastic team player
- Deadline-driven
- Direct marketing campaigns
- Account management
- Global marketing

Accomplishments

Ran communications and public relations efforts on [\[Number\]](#) [\[Project type\]](#) projects with budgets totaling \$ [\[Amount\]](#) .

Major projects include [\[Describe marketing projects\]](#) . Increased client's web traffic by [\[Number\]](#) % by improving and optimizing web content.

Developed and implemented an innovative internal communications strategy to improve employee engagement through strategic messaging.

Experience

Company Name City , State Communications Consultant 01/2008 to 01/2015

- Managed and developed strategic integrated Teflon® branded marketing communications for Textiles, Housewares, Licensing and Industrial Businesses to ensure consistency and cost savings while supporting business growth objectives.
- Managed a \$2.5MM budget for PR, media relations, consumer and industrial brand programs, product launches, print and digital advertising, sales collateral and tradeshow marketing Implemented consumer PR programs and in-store POS materials for DuPont Stone Care retail line resulting in a national program at Lowes with 14% increase in sales an increase from 26 Floor & DÃ©cor retail stores to 43 stores Facilitated communications programs for StoneTech® Professional product line to include development of marketing materials for dealers and distributors, launch of a consumer warranty program sold through contractors, creation of product knowledge training videos and how-to-use videos for entire project line launch of 5 new products to existing product line introduction of new hardscape product line for outdoor masonry contractors and a web based app for ease of shopping Developed digital strategy and led development of social media content for Teflon.com website, Facebook, and targeted email blasts Nominated for two DuPont Marketing & Sales Excellence Awards - Stone Care Breakthrough retail packaging and Teflon® fabric protector implementation of "My Life History" integrated campaign.

Company Name City , State NA Communications Manager 01/2004 to 01/2008

- Managed and developed marketing communications programs for the Apparel Business, Active Outdoor Market Segment using an integrated approach to create balanced programs for the business to build their respective brands and businesses.
- Monitored and facilitated communications programs including tracking of a \$5MM NA and \$10MM global budget Executed NA communications programs and provided global guidance on implementation of brand strategy Managed Teflon® Brand Licensing Program and Trademark Usage to hundreds of customers and was the liaison with DuPont for the Teflon® brand Earned commendations from business managers for communication deliverables that targeted desired audiences and articulated the value of branded products.

Company Name City , State Marketing Communications Specialist Marketing Communications Coordinator 01/1988 to 01/2004

- Advanced through a series of promotions and career progression in the marketing communications field.
- Developed comprehensive understanding of the printing industry by collaborating with the Printing & Publishing Technical Marketing Organization.
- Provided end-use marketing support to marketing representatives; managed global hang tag program, customer trademark usage and customer retail programs.
- Networked and built relationships both internally (marketing, technical legal, etc.) and externally (alliance partner and customers) through various programs and projects.

Education

Strategic Leadership Certificate Goldey-Beacom College , City , State

Bachelor of Science : Business Administration Office Management Business Administration Office Management

Associate of Science Goldey-Beacom College , City , State

Professional Affiliations

American Marketing Association (AMA) Outdoor Industry Association (OIA) American Association of Textile Chemists and Colorists (AATCC)

National Association of Uniform Manufacturers and Distributors (NAUMD) Marble Institute of America (MIA) National Tile Contractor

Association (NTCA)

Skills

advertising, approach, brand strategy, Brand Management, Budget, com, content development, content, driving, email, Event Management,

Leadership, legal, marketing, Market, Marketing Communications, marketing materials, Marketing & Sales, masonry, materials, media relations, Negotiations, packaging, POS, PR, Public Relations, research, retail, sales, strategy, Strategic, website