

MARKETING CONSULTANT

Summary

Value Creator, Marketing Executive: A Versatile strategic leader with over 15 years in corporate marketing, business development, and account management for Fortune 1000, niche, and start-up companies. Success in healthcare, technology, automotive, retail, and consumer-packaged goods. Proven ability to grow revenues and brand loyalty in B2C and B2B markets with innovative campaigns and targeted marketing programs. A Contributor to team leader with experience over million-dollar budgets. Entrepreneur mindset creative and analytical skills for measurable impact. BBA in Marketing and MBA in Management.

Skills

- Strategic Planning
- Forecasting, Budgets, & P & L
- Brand & Product Management
- Channel Strategies
- Lead Generation
- Account Management
- Complex Selling
- Software & Technology
- Manufacturing
- Sourcing
- Sales Enablement
- Business Competitive Analysis
- Market Research
- New Product Development
- Packaging
- Creative/Design
- Content & Communications
- Social Media & Digital
- Events
- Project Management, Vendor Management
- CRM & Automation Apps
- Call Center & Telemarketing

Experience

Marketing Consultant

May 2011 to Current Company Name i¼ City , State

- Marketing services and consulting working with diverse companies in healthcare and technology.
- Client roles vary as Consultant, Contractor, and Employee in marketing leadership and managing all areas of the marketing function and resources.
- Experience focuses in corporate, startups and individuals seeking to thrive including:

Marketing Director/Consultant

April 2015 to December 2016 Company Name i¼ City , State

Increased profits by 60% in one year through restructure of business line. A B2B technology & healthcare solutions provider and VAR for GE Imaging reporting to matrix executive leadership Oversaw marketing for three divisions to support revenue pipeline across diverse vertical markets.

- Key focus in targeting independent hospitals, clinics, physicians with bundled implementation, software, and managed IT.
- Develop marketing function and oversee telemarketing team campaigns.
- Lead facilitator of GE Imaging IT marketing plan including demand generation, brand development, and marketing communication initiatives; utilizing Salesforce, Autotask, WordPress, and Project management practices.
- Developed content for digital and traditional including presentations, customer stories, video, blog, emails, and website.
- Managed multiple events across vertical markets in business and healthcare supporting reseller channel strategies and new brand and product packaging, establishing launch programs, brand standards, calendar, and action plans.

Sr. Director, Marketing

June 2014 to December 2015 Company Name i¼ City , State

A B2B healthcare informatics solutions for Employers and Payers; reporting to President/Cofounder (company sold) Developed brand and UX experience for two new technology platforms: functionality, design, and positioning: \$6M target.

- Oversee communications, brand standards, and proposals for consulting services, and diagnostic reports coordinating team
- Created weekly blog strategy: establish calendar, targets, and authors to drive leads, SEO, and content.
- Manage public relations including media, press releases, and distribution to target industry contacts.
- Initiated email campaigns, webinars, and social media entry to build brand via targeted campaigns for lead generation and other content including whitepapers.
- Initiated CRM evaluation and selection to build-out system for contacts, leads tracking, and email integration.
- Developed rebranding plan to establish primary and secondary brands for current and new products including competitive analysis, positioning, market research, testing, naming, product roadmap, segmentation, and identity creation.
- Developed 2015 marketing plan, calendar & budget to generate \$1M in organic growth across the largest 750 plan sponsors.
- Manage more than 45 branded events including sponsorship and exhibits working with the national and regional industry groups, AHIP, AMCP, World at Work, SALGBA and other national industry organizations reaching health plans and sponsors.
- Developed new brand website strategy w/ engagement tools, content, and rebranding launching in 6 weeks.

Marketing Director/Consultant

January 2013 to May 2014 Company Name i¼ City , State

National leader in hospital revenue cycle solutions; reported to President (company-wide cost reductions).

- Launched new brand/solution with identify creation, brand standards, outbound messages, events, websites, and campaigns to market to transition customer base and build >\$1M in new revenue, YR1.
- Developed annual marketing plan/budget for hospital markets with PR, >20 new events, and sponsorships working with HFMA, AAHAM, & NAHAM at the local/regional/national levels.
- Managed vendors & reduce spend over \$50K.
- Led market position to generate >\$50M in qualified funnel of 2014 revenue; tracking 400% in organic sales and 75% referral.
- Injected culture for optimism with brand revamp, Peer Review award, and an external focus on communications, creative tools.
- Rebuilt corporate and patient-facing websites, Facebook, and LinkedIn tracking metrics and content for SEO & SEM to manage MRA voice and offset competitors' inroads.
- Revamped patient communications to present positioning of patient advocacy with letters, portal, call center, and POS.
- Developed first annual Customer Satisfaction Survey achieving 30% participation and delivery to >200 hospital leaders.

Director of Marketing & Executive Team Member

May 2011 to January 2013 Company Name i/4 City , State

A B2B healthcare IT & RCM start-up for physicians/medical groups; company folded after two years; reported to CEO Targeted physicians in 28 states/35 specialties converting customers for EHR licenses and revenue cycle management services.

- Developed new software launch for revenue cycle including brand strategy, digital promotion, user events, and PR: \$1M YR1.
- Facilitated over 25 trade show events per year supporting national, regional and community initiatives.
- Rebranded practice management software and services transitioning over 300 independent practices to new solution.
- Established new US lead-gen team for US including CRM, market data, reporting and talent for 25% of revenue pipeline.
- Launched new website design and related communication strategies; developed advertising, trade events and public relations.
- Built a social media strategy including key sites, blog, ad words, PPC, SEO, and content development to build leads and traffic.
- Established marketing intelligence function across 300,000 physicians; defined key targets by specialties and campaigns for each; analyzed engagement, pipeline, and market trends using CRM, research, and satisfaction studies.
- Managed a team of 10 including lead-gen specialists and outsourced vendors; member of the Executive team.

Director of Marketing & Executive Team Member

November 2008 to May 2011 Company Name i/4 City , State

Aftermarket auto parts distributor/retailer, \$2B for B2B/B2C; reported to General Manager/Corporate VP (recruited by new startup 31% sales increase and >\$48M in 2010).

- Managed more than 100 trade and association events across North America.
- Relaunched brand with new positioning strategy leveraging market research and equity with entirely new website, ad campaign, and e-marketing vehicles.
- Stabilized sales to a \$37M for 2009.
- Managed customer relationships working with national retailers and traditional distribution channels to service DIY & DIFM markets supporting over 14,000 store locations in North America; created unique marketing support for US and Canada.
- Initiated a business review and strategic plan for the largest retail customer (3,400 locations) for market tests, licensing evaluation and new product expansion worth \$5M in sales for 2010.
- Grew business 42% versus 2009.
- Managed and contributed as executive staff member and reestablished market and sales focus, channel strategies and momentum for new sales organization.
- Annual budget of >\$2M spend with >25 branded customer promotion programs.

Channel Marketing Manager

April 2006 to September 2008 Company Name i/4 City , State

A \$150M retail business of \$2B FKI Industries; FKI sold to Melrose and liquidated; reported to VP of Marketing (company divested).

- Strategically managed >\$20M in customer merchandising, in-line product and promotion programs for retail national accounts.
- Created \$5M new brand, Designer Collection program to retailers and e-tailors: new products, packaging, promotions, Internet advertising and merchandising.
- Led project management, China sourcing, and store rollout.
- Created new Hickory Hardware brand customer programs including innovative merchandising, lifestyle graphics and messaging, website consumer tools, and packaging upgrades for Menards, Home Depot, Lowe's, CH Briggs: >\$50M.
- Established new corporate New Product Development process and tracking; reduced NPD schedules by 30%.
- Established and led Lowe's marketing team, hiring resources, setting process, and leading monthly service and product and marketing programs for top customer: \$20M annually; 11% in 2007.
- Managed agencies and vendors to upgrade quality of marketing in strategy, branding graphics, messaging, and communications; achieved first consumer ad campaign including consumer print, HGTV sponsorship, and on-line market place.
- Conducted market research projects among Pros and DIY consumers to establish branding message & channel differentiation strategies for various products resulting in packaging, promotions, and new web strategy.

Sr. Marketing Manager & Consultant

September 2004 to April 2006 Company Name 1/4 City , State

Start-up B2B company in speed clinical trial enrollment, reporting to COO while consulting to area small businesses.Â

- Created start-up marketing and led implementation for brand, sales, channel partners, and marketing with \$1M pipeline.
- Generated \$400K in closed contracts in first six months and a \$1.2M pipeline targeting pharma, research, and physicians.

Strategic Market Manager

April 1999 to September 2004 Company Name 1/4 City , State

- Annual sales: \$350M A B2B technology services, data, and software division of Reed Elsevier; reported to General Manager/Vice President Responsible for Brand/Product Mgt., Customer Service, Business Development, and Renewal revenues of \$2.1M annually.
- Generated business development revenues of \$300K annually through reseller agreements.
- Directed database software relaunch with emphasis on brand/product repositioning and outsourcing services, 18% growth.
- Developed annual marketing plans including direct mail, advertising, tradeshow, public relations, product, and sales strategy.
- Led website redesign and brand relaunch, offering and integrated marketing to multiple target audiences/industry segments.
- Led acquisition and merger opportunities evaluating market position, financial performance, due diligence and initial interest.

Senior Product Manager

August 1996 to November 1997 Company Name 1/4 City , State

- Annual sales: \$120M A design leader & marketer of gift-wrap, bags, and accessories to retail channels All Occasion Gift Wrap and Accessories.
- Created revenue of \$30M programs for warehouse clubs, mass merchants, and dollar chains.
- Defined premium gift wrap line and positioning, created brand identity, and launched new product; \$1M new business.
- Grew revenues through private label programs in varying distribution channels; incremental \$2M sales.
- Created three new licensing programs, worked with licensors, creative, and operations resources to develop positioning and product design; launched to field with sell materials, displays, and trade advertising.
- Led development of merchandising systems including permanent fixtures, promotional displays, and in-store signage.
- Conducted quantitative research to evaluate 200 seasonal designs, select sku's, and create positioning and market materials.

Brand Manager

October 1990 to July 1996 Company Name 1/4 City , State

Annual sales: \$400M for Berol business, promoted to Sharpie Brand Manager: >\$150M sales; Accessories, Art, Writing Products Manager \$70M sales;Â Product Manager: Berol Writing/Office Products: \$18M sales; Asst. Product Manager: Art/Writing Products \$80M sales.

- Managed \$3M brand marketing budget on annual basis and tracked monthly; delivered multi-business plans on budget.
- Identified and analyzed P & L objectives, cost requirements, market pricing, and business opportunities.
- Redefined core brand, created positioning, redesigned products, and launched to market. Increased sales 27%.
- Generated new distribution in five top retailers: \$2M incremental sales via national communications campaign to build sales.
- Branded import line, set quality standards, and implemented marketing for redefined target segment. Reversed 10% decline.
- Created intriguing print campaigns for national market with limited budget and timing; \$500K budget for teen product line.
- Conducted quantitative research to evaluate 200 seasonal designs, select sku's, and create positioning and market materials.
- Identified national tie-in partners to reduce print campaign costs, increase reach, and capture multiple audiences.
- Managed advertising/P.R. agencies and budgets; set objectives, approved media plans, and conducted reviews.
- Initiated and delivered \$150K 3-phase direct mail campaign target to segmented art consumers involving national tie-in partners, product sampling, incentives, and communication reaching 80% of the national market.
- Supervised brand team; managed priorities, development, and marketing projects with daily and annual assignments.

Education and Training

Inbound Marketing , 2017 Hubspot Academy 1/4 City , State

Strategy Facilitation Certification , 2010 Leadership Strategies Group 1/4 City , State

Master of Business Administration : Management Belmont University 1/4 City , State Management Completed degree while keeping full-time career position

Marketing University of Kentucky 1/4 City , State Earned 75% of expenses, Senior Woman of the Year Finalist, Who's Who

Professional Development

- Courses: Branding and Identity Development, Internet Marketing, Customer Centric Selling, Web Site Design & Marketing, How to Manage People, Dale Carnegie Leadership Course, Creating Effective Promotions, Leadership Development, Driving Innovation, Advanced in Microsoft Office Suite, Writing Effective Copy, Leading Teams & Diverse Personalities, P & G Leadership Writing
- Technology: Microsoft Office Suite 2013: Word, Excel, PowerPoint, Publisher, Project; Constant Contact and Emma; Survey Monkey; Salesforce, Dynamics; knowledge of Hubspot, Hootsuite, Eloqua, Marketo, InDesign, Photoshop, Illustrator, HTML, and Software Life Cycle & Project Management programs.