

VP MARKETING & COMMUNICATIONS

Summary

Marketing manager and writer offering a comprehensive background in the development and execution of strategic marketing communication plans across all platforms to drive customer acquisition and retention.

Highlights

- New customer acquisition
- Brand development
- Multi-media marketing
- CRM management
- Account management
- Copywriting
- Direct mail campaigns
- Interactive marketing

Accomplishments

Increased sales up to 80% year over year for 118-store retail chain through email marketing campaigns.

Increased sales by 7% over baseline on average for national promotions.

Exceeded customer retention an average of 0.66% with return on investment of 11.6%.

Exceeded goals through teen driver safety program by reducing claim losses by 0.70% and increasing retention by 3.4%.

Best in Show Award â€œ Insurance Marketing Communications Association.

National Award of Merit â€œ United States Department of Transportation, U.S. Coast Guard.

Trademarks for branding from the United States Patent and Trademark Office.

Experience

VP Marketing & Communications

November 2015 Company Name 1/4 City , State

- Develop marketing strategy and business plan for creative agency promoting ecological consciousness of the sea and supporting the coastal business community.
- Manage all marketing and communication programs.
- Cultivate business leads to expand market.
- Create content and email marketing, press releases, and social media posts.

Research Advocate

March 2012 Company Name 1/4 City , State

- Review grants proposals for cancer research providing perspective and recommendations.
- Present critiques to panel of research scientists at Peer Review meetings in Washington, DC.

Account Executive

June 2013 to November 2015 Company Name 1/4 City , State

- Email and Social Media Marketing Management - Researched markets and worked with lead vendors, then executed, tested and analyzed targeted marketing campaigns using a variety of email service platforms for programs that resulted in increased sales up to 80% year over year for 118-store retail chain.
- Marketing Campaign Manager â€œ Create and present strategic proposals to business leaders and manage all facets of clients' marketing programs including website, video, social media, info graphics, advertising and public relations. Responsible for achieving the business goals of multiple accounts in various industries by executing campaigns and analyzing results.
- Project Management â€œ Develop project schedules, calendars, budgets and timelines and execute new product launches and marketing campaigns while managing internal staff and external vendors for on-time high quality deliverables. Analyze results and adjust to optimize success.
- Event Management â€œ Develop and execute event plans and work on site at dozens of client grand openings and press events that include hundreds of people and top government officials.
- Internship Program Manager â€œ Recruit and manage college interns and company internship program.

Sr. Marketing Project Manager

October 1988 to February 2012 Company Name 1/4 City , State

- Customer Retention Manager â€œ Exceeded corporate customer retention goal by launching multi-channel retention programs geared toward distinct sales and customer segments. Analyzed results and adjusted target segments accordingly.
- Company Magazine Creator and Manager â€œ Developed, launched, and managed cross functional teams to produce the customer magazine, â€œMetLife, Your Life,â€œ to increase customer retention and referrals, encourage product cross sales, and promote safety to reduce claim losses. Three issues are published each year in twelve versions to targeted audiences with total circulation of more than

700,000 per issue. Project yielded increased customer retention of 0.66%, exceeding goal, with return on investment of 11.6%. Led quarterly executive publication advisory team.

- Website Manager – Developed, launched, and managed the complementary digital version of “MetLife, Your Life” magazine, metlifeyourlife.com, with strategic links to metlife.com and premier safety organizations to optimize SEO and cross sales.
- Teen Driver Safety Program Manager – Created and managed teen driver safety program to reduce accidents, injuries and claims and retain customers. Thousands of teens enrolled countrywide resulting in customer retention lift of 3.4%, and reduced claim losses by 0.70% exceeding goals. Partnered with IT for programming and fulfillment and reported retention results regularly to senior management.
- New Product Development Management – Launched enhanced auto, home, boat, and GrandProtect insurance products ensuring understanding of new features at all touch-points throughout the company including all sales distribution channels and customer service.
- Safety Program Manager – Created, developed, launched and managed driver safety discount programs for Top Driver and the National Safety Council working with IT, underwriting, claims and sales departments.
- Insurance Policy Package Redesign Team Leader – Led inter-departmental team to advise programmatic and customer-friendly enhancements to MetLife Auto & Home insurance policy package to improve customer experience.
- Sales Incentive Program Manager – Developed and administered a variety of incentive programs to increase sales throughout MetLife Sales Distribution. Fostered enthusiasm for programs with on-pace reporting. Average increased sales rate 7% over baseline for national promotions.
- Sales Recognition Manager – Collaborated with cross-functional teams and developed, kicked-off, and managed recognition programs for sales associates including programs for sales management, captive agents, independent agencies, and national and group accounts.
- Market Research – Research insurance industry activity and develop new initiatives to stay ahead of the competition. Utilized customer and public surveys and focus groups to tap into consumer insights.

Correspondent

January 1988 to January 2000 Company Name 1/4 City , State

- Reported on and wrote local interest stories.
- Columnist for monthly food and entertainment feature entitled "RSVP" which ran for five years.

Education

BA : Communication University of Pittsburgh 1/4 City , State

BA : Business University of Pittsburgh 1/4 City , State

Professional Designations

Associate of Insurance Service (AIS)

Associate of Personal Insurance (API)

Skills

Business strategy, content creation and management, email marketing, social media, public relations