

VICE PRESIDENT, DIRECTOR OF CLIENT SERVICES, DIGITAL

Summary

Creative, hands-on Marketing professional with experience across industries including Consumer Packaged Goods, Human Resources, Financial Services and Information Technology. Able to communicate effectively as a liaison between creative, technical and business personnel. Demonstrated success in solving communication and technical problems through creative solutions. Recognized for streamlining processes and fostering teamwork. Expertise includes: Brand Management Copywriting Interactive Marketing Web Design Collateral Development Business Development Project Management Client Relations Special Events Planning

Highlights

- Account management
- Direct marketing campaigns
- Mobile marketing
- Superior writer and editor
- Cross-functional team leadership
- Customer service-oriented
- Digital advertising
- Project management
- Go-to-market strategy development
- Competitive analysis

Experience

Vice President, Director of Client Services, Digital Oct 2005 to Current

Company Name 1/4 City , State

Increased revenue by [Number]% through product improvements.

Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.

Spearheaded the creation of blogs and social media content.

Evaluated return-on-investment and profit-loss projections.

Collaborated with marketing and communications teams on standardization, design and production of marketing materials.

Promoted brand awareness through SEO optimization and attractive web design.

Wrote creative and engaging briefs for internal and external agencies.

Account Manager Jan 2004 to Current

Company Name 1/4 City , State Facilitated multiple marketing and promotional engagements for CPG clients. Evaluated performance of online campaigns and optimized effectiveness. Formed relationships with and ensured the appropriate participation and satisfaction of key client stakeholders. Clients included Cadbury Adams, Church & Dwight, Manischewitz and Johnson and Johnson. Managed aspects of a major national campaign involving radio, print, concert tours and Internet extensions for Dentyne in conjunction with Clear Channel Entertainment. Coordinated development of interactive media and print advertisements including FSIs. Established website performance benchmarks, dashboards and methodologies for usability testing and trend analysis. Supported Yahoo and AOL online campaigns which contributed to a 300% increase in traffic to the brand website. Identified and created strategic partnerships for Internet-based promotions, offline events and sweepstakes.

Account Manager Oct 2005

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Director of Marketing / Content Manager Jan 2001 to Jan 2004

Company Name 1/4 City , State

Conceived, implemented and maintained the company's web strategy. Developed targeted collateral for the sales team. Expanded brand recognition through Internet, media and mailing campaigns. Formulated effective responses to emerging competitive challenges such as customer consolidation and increasing use of web-based technologies. Researched and responded to RFPs, which established dialogue between the company and potential clients. Designed and delivered company website, copy and logo and standardized the company "look and feel" across marketing initiatives. Developed prototype web portal application as a marketing tool.

Technical Marketing Manager Jan 1998 to Jan 2001

Company Name 1/4 City , State Managed all collateral for the Financial Services business unit via the Intranet. Customized web-based solutions to support marketing initiatives. Assisted other business units in developing their information management processes. Worked with team to develop Point Of View documents central to differentiating the company in the marketplace. Built and maintained web-based reference tool using HTML, Active Server Pages, VBscript, Javascript and CSS. Reduced e-mail "spamming" and improved effectiveness of organizational communication channels through developing and implementing web-based newsletters. Coordinated strategic project initiatives across offices and teams. Modeled a process for tracking, updating and utilizing client reference-ability data.

Education

BA , Communication Rutgers University 1/4 City , State , US BA in Communication, Rutgers University, New Brunswick, NJ, December 1997

ORGANIZATIONAL MEMBERSHIPS Founding Father of Alpha Kappa Lambda Fraternity, Rutgers University, Gamma Gamma Chapter

Accomplishments

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Skills

Marketing, Clients, Account Manager, Increase, Interactive Media, Promotional, Satisfaction, Testing, Usability, Usability Test, Usability Testing, Web Based, Web-based, Prototype, Prototypes, Sales, Sales Team, The Sales, Web Portal, Active Server Pages, Css, Financial Services, Html, Intranet, Javascript, Organizational Communication, Solutions, Technical Marketing, Vbscript, Brand Management, Business Development, Client Relations, Copywriting, Human Resources, Liaison, Project Management, Web Design