

**MARKETING COMMUNICATIONS ■ ACCOUNT MANAGEMENT ■ STRATEGIC PLANNING****CAREER SUMMARY**

Highly accomplished and seasoned marketing executive with expertise in managing creative direction initiatives within corporations. Skilled in planning and managing complex initiatives that achieve desired goals of profitability, client acquisition, and retention. Repeatedly promoted into senior leadership roles based on demonstrated success in taking risks, executing strategy, improving client relations, identifying growth opportunities, and boosting market share.

**CORE COMPETENCIES**

- ☑ Proven success managing high-performance interdisciplinary teams and building effective coalitions with internal/external business partners.
- ☑ Adept in managing client expectations and brand reputation while maximizing revenue.
- ☑ Comprehensive background in public relations, advertising, business development, brand management, consumer research, and new product launches.

**PROFESSIONAL BACKGROUND**

CORPORATION – City, State (2007 – 2009)

**CHIEF MARKETING OFFICER / SENIOR VICE PRESIDENT, BUSINESS DEVELOPMENT**

Provided leadership and direction to new interactive ad targeting capability to market. Established partnerships with advertising agencies and member-firm digital media executives to form profitable commercial relationships. Directed all aspects of brand architecture and brand positioning activity, which encompassed marketplace investment management and marketing services support efforts. Managed communications and public relations initiatives. Played a key role in designing and implementing market strategies.

- Formulated a comprehensive marketing plan, which contributed to +25% YOY growth in weak industry conditions.
- Performed strategic market analysis of segmentation solutions, which led to the most successful product launch in company history and contributed 10% of 2008 company revenue.
- Established brand standards as well as created website and collateral updates for all company brands.
- Spearheaded efforts to lower marketing expenses by 40% while increasing internal response time and external response rates.

COMMUNICATIONS – City, State (2002 – 2007)

**VICE PRESIDENT, MARKETING**

Maintained sole accountability for all marketing, branding, public relations, and crisis management initiatives. Formulated a marketing plan that encompassed varying production platforms and multi-channel sales model.

- Selected to head performance acceleration team for marketing and collaborated with Consultants, which improved marketing effectiveness and productivity.

**VICE PRESIDENT, STRATEGIC ACCOUNT PLANNING**

Pioneered the development and launch of a Strategic Account Planning team. Led integrated development strategies for customers and prospects. Maintained dotted-line responsibility for sales management. Created and managed central RFP process. Managed the first customer-centric creative/media test, which resulted in record customer results and extensive press coverage. Spearheaded dealer/channel targeted marketing infrastructure support initiatives.

- Secured \$47 million in incremental sales through implementation of new prospect targeting and selling approach.
- Raised successful RFP proposals by 20% by centralizing the process and improving content quality.
- Selected to work on high-profile initiatives including McKinsey project, sales organization task force, and North American organizational review.
- Developed and launched a new brand in less than 6 months, which improved competitive advantage in the market.
- Identified new marketing and sales channels in collaboration with Product Innovations team.

COMPANY – City, State (2000 – 2002)

**VICE PRESIDENT**

Executed all aspects of account management leadership for BearingPoint and ExxonMobil clients. Directed the global rebranding of KPMG Consulting to BearingPoint. Devised brand positioning strategies that reached all market segments in 12 weeks. Collaborated with global agencies to determine naming convention and streamline planning. Led national marketing efforts for 600+ On the Run and Tigermarket convenience stores.

- Played a key role in increasing BearingPoint stock price by creating immediate brand awareness.
- Surpassed annual convenience store sales goals by 6% in an economic downturn.
- Successfully renegotiated the ExxonMobil contract to enable the account to become profitable.

INTERNET – Washington, DC (1998 – 2000)

**VICE PRESIDENT, MARKETING**

Maintained sole accountability for the establishment of the marketing department for an Internet start-up. Recruited, trained, and managed the marketing team. Introduced all product lines and assembled cross-functional product roll-out teams. Created brand platform and ensured products/media message consistency. Collaborated with web division to create custom portals to support visitor based networks.

- Served as an integral member of the marketing and communications IPO team.
- Implemented customer acquisition and retention programs.
- Navigated the successful launch of a joint marketing plan with a national client.
- Created a customer order fulfillment support infrastructure.

Additional Experience

Senior Vice President, Account Director – COMPANY, Baltimore, MD

Senior Vice President, Account Director – COMPANY, Baltimore, MD

Senior Vice President, Management Supervisor – COMPANY, Bethesda, MD

Vice President, Account Supervisor – COMPANY, Columbus, OH

Account Supervisor – COMPANY, McLean, VA

Account Executive – COMPANY, Chicago, IL

**EDUCATION**

UNIVERSITY, CITY, STATE

**BACHELOR OF SCIENCE, COMMUNICATION STUDIES**