

**Profile: Online Marketing & Communications.** Specializing in online communications, my unique perspective to marketing was developed by supporting small start-ups and global public firms.

**Skill Sets**

Online marketing communications	Marketing campaigns & budgets	Project management
Sales & marketing collateral creation	Brand strategy/market research	Product positioning/pricing
Customer retention & up-selling	Direct marketing (mail, online)	Customer advocacy

**Professional Experience**

**Experian CheetahMail – New York, NY**

September 2007 – Present

Email Service Provider/Email marketing agency; part of Online Marketing division of Experian Group.

**Client Relationship Manager**

- Manage relationships for four clients in Financial Services & Retail Catalog
- Analyze email program results and recommend projects to expand clients' ROI, with focus on strategic data segmentation
- Trained and manage team of three FTEs

**Citigroup, Inc. – Long Island City, NY**

May 2005 – September 2007

Email Communications for multiple brands in US-based credit card division of the global financial firm.

**Vice President**

- Managed email delivery, capabilities and process for the existing card member email channel.
- Contributed to 19% revenue growth and 15% cost save for channel YOY in 2006
- Managed customer service email process and developed and validated a revenue growth opportunity strategy, including cross-sell messages in servicing letters
- Successfully trained four new members the team. Provide leadership within the team.
- Communicated effectively to internal customers; offered guidance for successful email strategies. Remained current in email industry best practices and created documents and resources to convey them to internal clients
- Analyzed email results and made suggestions for revised strategy to increase effectiveness.

**The Telx Group, Inc. – New York, NY**

December 2003 – March 2005

Telecommunications interconnection facility; telecommunications real estate

**Marketing Manager**

- Product development and marketing. Assisted in conceptualizing new products, created supporting literature and helped to train the sales team.
- Product launch of proprietary online searchable RFP creation engine. Assisted with interface development, set up over 80 customer accounts, designed usage tracking reports, performed primary technical support, bug checks and fixes.
- Sales proposal creation and production; assisted in pitch book for investors in major building acquisition.
- Sales collateral creation from inception through copy writing. Created 12 product-related printed pieces and 15 web pages. Interviewed customers and then created 7 case studies.
- Created html emails and corresponding landing pages and web forms for sales campaigns, product promotions and events.
- Maintained corporate website content, created new web pages, new sections, reorganized website hierarchy, edited graphics and wrote copy.
- Maintained registration database and assisted with planning events for groups of 80 – 600 attendees.
- Created and carried out online advertising campaign using google adwords, with estimated and demonstrated ROI
- Created and maintained sales team training manual.

**Think Tools, Inc. – Stamford, CT**

January 2003 – April 2003

Business-to-business developer of decision optimization software.

**Marketing Manager**

- Produced copy and graphic design for multimedia leave-behind sales kits.
- Wrote and edited copy, created graphic design for white papers, sales slicks, case studies, and corporate website.
- Co-supervised outsourced lead generation activities.
- Served as main press contact, wrote press releases, pitched to media, tracked media appearances.
- Pitched for speaking engagements at industry events.

- Organized seminars, coordinated attendance for other events.
- Maintained and edited website in flash and html.

**BroadPoint Technologies, Inc. – Bethesda, MD**

March 2002 – November 2002

Implementation, support and database administration (DBA) consulting services.

**Marketing Manager**

- Directed all marketing efforts from conception through implementation, including annual marketing plan, budget, branding, and product identity to establish market presence and build client base.
- Branded new client services product; produced all associated print and web collateral and created welcome packet materials.
- Conceptualized and carried out innovative sales campaigns to both new and existing clients, incorporating direct mail, online forms, and telemarketing.
- Wrote and produced all sales sheets, print advertising, case studies, sales letters, press releases, new web pages, and online forms.
- Planned and executed events including tradeshow, sales seminars, training classes, client retention activities, and intra-corporate occasions.

**SMS Data Products Group, Inc. – McLean, VA**

March 2001- March 2002

Telecom engineering professional services and data storage sales; government contractor.

**Marketing Coordinator**

- Rebuilt marketing department from the ground up to increase market presence, generate hot leads, and develop industry partner relationships.
- Directed complete redevelopment of website, wrote web copy.
- Produced copy and graphic design for printed sales collateral.
- Organized tradeshow coordination, exhibition, and materials.
- Pitched and achieved media placements in industry trade publications through press releases and case studies, maintained media relations.

**Digital Now, Inc. – Vienna, VA**

August 1998 – March 2001

Business-to-business digital photo imaging software developer; business-to-consumer digital photo marketing.

**Customer Advocate – Marketing**

- Revamped corporate website copy. Designed information architecture of website. Designed and wrote new pages. ([www.digitalnow.com](http://www.digitalnow.com))
- Developed a complete Business to Consumer marketing support program with art for signage, customizable marketing collateral, new product marketing pieces, point-of-purchase items, and innovative ways to educate the end-consumer in emerging technology products.
- Managed the marketing support program including creating a complete customer database, organizing and carrying out seminars, writing newsletters, continued marketing and sales to current customers, and conducted needs analyses to create future services.
- Organized trade show exhibitions and regional sales seminars including booth design, signage, handouts and promo pieces, and special show-oriented sales copy.
- Conducted on-site training and analyses for customer marketing programs.

**Computer Skills**

Web: Hometown, DreamWeaver, HTML, Javascript (editing), Perl (editing).

Customer Relationship Management: Salesforce, Siebel CRM, Act.

Graphic Design: Adobe Illustrator, Adobe PhotoShop, Adobe InDesign.

General: Word, Excel, PowerPoint, Internet Explorer, Outlook, Adobe Acrobat, digital scanning.

**Education**

**College of William and Mary**

Williamsburg, VA

Bachelor of Arts, Anthropology

August 1994 – May 1998

**Other**

Volunteer for New York Cares – Kaplan SAT preparation

October 2007 - Present