

MARKETING COMMUNICATIONS & BRAND MANAGER & ACCOUNT EXECUTIVE

Ready to work with a dynamic and creative team for best results. Expertise in marketing, communications, advertising and branding. Strategic professional well-versed in project management, campaign strategy, and content development with a proven track record of managing budgets, deadlines, deliverables, and quality. Strong communicator with the ability to manage cross-functional teams, stakeholders, and vendors.

- Project Management ▪ Extensive Account Executive/Account Management Experience ▪ Advertising ▪ Strategic Marketing
- Vendor Management ▪ Budget Management ▪ Branding ▪ Content Development ▪ Cost Containment ▪ Microsoft Office ▪ Communications
- Research ▪ Google AdWords ▪ Excellent working as part of a team or independently ▪ WordPress & Adobe Creative Suite Experience

PROFESSIONAL EXPERIENCE

SUN EAST FEDERAL CREDIT UNION 2015-2017

Marketing Communications & Public Relations Coordinator

Created print and digital content, developed and executed marketing communications campaigns, coordinated events, and managed public and media relations while monitoring results.

- Wrote and edited quarterly newsletter, employee communications, direct mail campaigns and internal talking points.
- Successfully worked with cross-functional departments to achieve goals and promote joint efforts.
- Developed editorial calendar based on scheduled promotions.
- Managed corporate partner relationships.

BF RICH 2013-2015 Marketing Communications Manager

Spearheaded marketing campaigns, business development projects, and corporate rebranding.

- Developed and executed B2B/B2C marketing campaigns; authored newsletters, reports, and e-brochures.
- Managed public relations, media relations, social media marketing, and corporate communications.
- Created strategic sales/product marketing materials and website content to successfully rebrand company.
- Managed media library content, photography, marketing materials, and communications documents.

PLANNING FACTORY INTERNATIONAL EVENTS 2013 Director of Marketing & New Business Development (Contract Position)

Developed and executed strategic business development plans and created content for website redesign.

W.L. GORE & ASSOCIATES, INC. 2010-2011 Marketing Communications Manager

Directed marketing, advertising, and public relations for global markets.

- Spearheaded a multi-million-dollar campaign for a medical product.
- Partnered with advertising agencies and vendors on brand strategy and collateral production.
- Collaborated with cross-functional teams to ensure quality and regulatory compliance of all deliverables.

BENCHMARK BUILDERS 2004-2009 Director of Marketing

Developed and executed award-winning marketing, advertising, and merchandising.

- Managed a multi-million-dollar budget for seven diverse communities and audiences.
- Segmented strategies for audience demographics and tracked media coverage of public relations activities.
- Coordinated special events such as ground-breaking ceremonies and grand opening celebrations.

Additional Experience

- Marketing Communications Manager – Christina Care Health System (4 years)
- Vice President, Account Services (AE) – Aloysius Butler & Clark Ad Agency (8 years)

Education: Bachelor of Arts, Communications, Marymount University

Volunteer/Support Efforts: Cancer Care Coalition; Hurricane Harvey Relief; Animal Welfare