

SUMMARY:

Dynamic leader with over 12 years of professional experience and proven success in integrated marketing to both consumer and business targets. Experienced in industries as diverse as consumer products, medical devices, mobile and internet services and enterprise software. Recognized strategic advisor with a passion for formulating and implementing customer-centric, metric-driven business solutions. Reliable team player and intentional leader with the proven ability to effectively build teams and collaborate both in-person and remotely.

MARBLEHEAD SCHOOLS VOLUNTEER EXPERIENCE:

Marblehead High School Parent Teacher Organization, Marblehead, MA

Co-Vice President

May 2020 – present

- Support committee fundraising and community-building initiatives throughout the school year.
- Assist in planning and managing budget goals that support MHS staff and student needs.

Local Ballot Override Committees, Marblehead, MA

Marketing Advisor

September 2018 - June 2019

- Assisted with marketing efforts of successful ballot committee aimed at passing \$54M town budget override to build a new K-3 grade elementary school in Marblehead.
- Designed and led door-to-door campaign prior to vote including mapping out routes, recruiting volunteers to canvas neighbors with voter information, assembling volunteer packets.
- Wrote Letter to the Editor in support of new school and identified other community members to submit letters in support of the new school.
- Actively participated in social media campaign and distribution of relevant information to voters.

Co-Chair

January 2016 - June 2016

- Led volunteer team in successful passing of a \$750,000 town budget override for a feasibility study to build a new K-3 grade elementary school in Marblehead.
- Co-built school building committee website and wrote content educating voters on the need for a new school and the feasibility study process for working with the Massachusetts School Building Authority.
- Managed and wrote content for Facebook page and email campaign to disseminate information to voters.
- Recruited volunteers to submit Letters to the Editor in support of the override, send postcards to local friends and family, hold signs on day of vote.

Coffin Gerry Elementary School Parent Teacher Organization, Marblehead, MA

Co-President

May 2015 - May 2018

- Oversaw board and sub-committees that ran fundraising and community-building events throughout the school year including annual Halloween carnival, holiday shop, silent auction, bi-annual talent show, year-round staffing of school thrift shop.
- Set yearly calendar of events, wrote weekly email newsletter to school community regarding upcoming events and programs.
- Liaison between school community and other district schools as well as superintendent's office and town school committee.

Co-Vice President

May 2014 - May 2015

Co-Secretary

May 2013 - May 2014

PROFESSIONAL EXPERIENCE:

Deloitte - Green Dot Agency, Boston, MA

Contractor, Senior Marketing Program Manager

November 2019 – present

- Manage internal client and stakeholder relationships by serving as a strategic partner and trusted collaborator for integrated marketing campaign supporting multiple business lines.
- Oversee and evaluate marketing projects coming into the GDA, ensuring scope, timeline, and budget are managed appropriately while aiming to meet and exceed client expectations.
- Own end-to-end operational aspects of marketing campaign execution, tracking, and reporting in Workfront and campaign dashboard tools.
- Facilitate regular touchpoints with stakeholders and production meetings with cross-functional marketing teams within the GDA to discuss ongoing activations and contingency planning.

Wunderman, San Francisco, CA

Account Director

September 2007 – February 2009

- Led multi-agency team that successfully developed integrated brand and direct marketing campaigns for Align Technology, Inc. (makers of Invisalign, clear, plastic aligners designed to straighten teeth), resulting in increasing sales by over 400%; decreasing cost per sale by 54%; increasing unaided brand awareness by 11%; increasing aided awareness by 13%.
- Directed cross-functional team (creative, media, analytics, digital, production) in the development of marketing recommendations, testing strategies, budgets, ROI analyses, qualitative and quantitative research, and creative development of marketing activities.
- Launched new creative campaign to increase purchase intent among targets and drive response. Executed across diverse media including DRTV, DR print, online banners and rich media, search advertising, social media, POP, sales material and new website.
- Headed internal teams in the development and execution of mobile and digital communications strategies for MSN's mobile portal based on business objectives and long-term ROI goals resulting in +92% in response volume and -48% cost per response.
- Identified opportunities to acquire new users and motivate trial among loyal PC users through targeted messaging based on behavioral and consumer modeling techniques.
- Identified and pursued opportunities to increase scope of agency responsibility with client partners. Increased scope of agency's work with client by 125% in one year.
- Key member of new business pitch team.

Management Supervisor

May 2004 – September 2007

- Piloted the development of a multi-touch direct marketing B2B program for one of Symantec's enterprise software solutions. Program designed to drive up-sell and cross-sell opportunities with existing customers. First program within Symantec that shifted the agency/client relationship from tactical projects as needed, to fully integrated and coordinated communications programs. Resulted in broader agency engagement across multiple lines of business.
- Managed agency team responsible for designing a direct to consumer campaign for MSN Internet Access to entice dial-up users to switch from their current ISP provider to MSN's offering; achieved targeted results even with heightened competitive pressure from other dial-up ISPs as well as increased broadband penetration.

Account Supervisor

August 2003 – May 2004

- Collaborated with MSN TV to develop a comprehensive launch marketing plan across multiple target segments for direct and retail sales of their new product. Designed plan based on best performing elements of historical

campaigns, with additional testing strategies that allowed for ongoing optimization. Product was the top seller through Microsoft's direct sales channel over the holidays and campaign achieved product awareness of +30% among targets.

- Implemented grassroots campaign for MSN TV's primary older American target through DR collateral, radio, print, TV as well as live educational seminars in high opportunity senior communities resulting in +110% in response metrics and +49% in qualified leads.
- Developed online promotion for Electronic Art's launch of an updated version of The Sims Online to promote subscription conversion. Resulted in +30% conversion rate, exceeding projections.

Euro RSCG (Formerly Brann Worldwide), San Francisco, CA

Senior Account Executive

March 2002 – August 2003

- Primary contact for line of business with Visa. Collaborated with Visa on national credit and debit campaigns with member banks such as Bank of America and Wachovia. Supervised 10 to 15 projects at any given time.
- Led strategy team which identified Safeway.com's key target segments, and benchmarked existing brand perception using qualitative and quantitative research. Managed execution of subsequent direct marketing campaign based on customer insights gained through this research phase.
- Chosen for "crisis team" which successfully rescued a key client relationship; team members were hand-selected based on strong skills and performance.
- Developed and implemented lead generation campaign for Commerce One's annual eLink Conference. Worked with creative team and multiple client groups to ensure consistent brand message, tone, look and feel among corporate and product materials. Conference attendance exceeded client expectations.
- Supervised internal teams and managed clients from business objectives development to customer segmentation, creative execution and production, through tracking and performance measurement.
- Ownership of quarterly and annual financial forecasting and planning.

Draftfc (Formerly DraftWorldwide), Chicago, IL

Account Executive

January 2000 – September 2001

- Member of a six-person core team that developed and implemented a highly targeted acquisition campaign from strategy to execution for Intercontinental Hotel Group's Priority Club (frequency program for hotels worldwide). Global campaign increased client's membership base by 8% worldwide.
- Planned and managed multiple customer loyalty/retention campaigns for same client using an integrated approach of direct mail, print and digital media channels.
- Evaluated industry competitors in order to benchmark client's campaigns and guide marketing and advertising plans.
- Performed quantitative analyses to track program performance and guide strategy for future acquisition/loyalty campaigns.

World Resources Institute, Washington, DC

Program Coordinator, Economics Program

September 1997 – September 1999

Meridian International Center, Washington, DC

Associate, Grants Division

October 1995 – September 1997

EDUCATION:

James Madison University, Harrisonburg, Virginia
Bachelor of Arts, Cum Laude. Double Major: International Affairs and French.