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DYNAMIC MARKETING LEADER | VP/DIRECTOR OF MARKETING

SUMMARY

Results-driven, innovative Marketing Leader with 20+ years of experience in developing and implementing successful marketing strategies and initiatives in both the B2C and B2B markets. A savvy marketer with a balanced blend of strategic thinking, marketing acumen, execution excellence and leadership. Special talent for efficiently identifying, assessing and implementing new marketing opportunities, and developing new and innovative marketing approaches. A passionate, “can-do” marketer that is fiscally-responsible and data-obsessed, yet creatively-driven. Full of boundless energy, a commitment to excellence, and an unwavering desire to understand the business, industry and customers. Exceptional communication skills, with a talent for rallying support for ideas, as well as the ability to positively motivate and inspire those around her. Specialties include:

- Strategic Planning
- Direct Marketing
- Product Portfolio Planning
- Brand Strategy
- Customer Acquisition & Retention
- Online/Digital Marketing
- Marketplace/Affiliate Marketing
- Customer Experience Optimization
- P&L/Budget Management
- Search Engine Optimization
- Email Marketing
- Business Analytics & Attribution

PROFESSIONAL EXPERIENCE

CIGARS INTERNATIONAL/BETHLEHEM SHARED SERVICES, Bethlehem, PA **2014-2018**

(Exclusive provider of marketing services for \$250MM industry-leading online and direct marketer of handmade cigars, pipe tobacco and accessories, including 3 B2C online/catalog retailers, 1 B2B wholesale distributor, 1 online auction site, 4 brand sites and 3 retail stores)

Marketing Director (2016-2018)

Marketing Manager (2014-2016)

Developed and implemented customer acquisition and retention strategies to support strategic plans for 5 business units and retail stores across all sales channels, including direct mail, print advertising, digital advertising and SEM/SEO, as well as retail store in-market advertising. Responsible for development of annual sales forecast and marketing budget, including weekly sales forecast and acquisition targets across multiple sales channels. Managed staff of 7.

Notable Achievements:

- Increased customer acquisitions 10% YOY in all major print and digital marketing channels.
- Increased corporate customer retention rate by 8% YOY by improving efficiency of existing channels and tactics, and introduction of new marketing channels and strategies.
- Increased catalog revenue across 4 business units by 13% and profitability by 8% by initiating an improved catalog planning process.
- Decreased catalog printing costs by 8% by creating a rigorous RFP process and leveraging new print technology.
- Reduced catalog paper costs by over \$400K annually by introducing a more efficient paper selection and procurement process.
- Improved email deliverability by 16% through introduction of new monitoring processes and reporting tools.
- Increased organic traffic by 20% YOY by introducing more consistent SEO audit practices and additional reporting.
- Developed and implemented marketing plan for retail stores that increased traffic by 5% and event attendance by 10%, including the use of new non-traditional tools.
- Increased on-site conversions of print advertising by 5% by implementing new landing page strategies.
- Successfully migrated 5 business units to new email marketing platform, estimated to increase sales by \$3MM a year.
- Initiated, developed and implemented organization’s first comprehensive social media strategy and plan that increased follower growth rate by 20% MOM in first year. Expanded strategy that doubled follower growth rate and increased average post likes by 250% and post reach by 700%.
- Key contributor on Web Steering Committee responsible for facilitating web site redesign to optimize user experience and increase conversion. Provided information, data, guidance, insights and testing recommendations.
- Core member on transition team to drive synchronized implementation of new ERP, WMS and CMS, including developing and documenting new processes, extensive testing, data migration, promotion set up, and remediation of post-launch issues.

P.S. MARKETING & STRATEGY, Upper Chichester, PA

2013-2014

(Consulting business targeting small- and medium-sized clients to develop and implement personalized marketing strategies and tactics to help them achieve sales, customer retention and acquisition goals)

Marketing & Strategy Consultant

Worked with business clients to create comprehensive solutions to identify goals and objectives, develop most effective strategies and tactics to achieve goals, or to solve specific organizational sales and/or marketing issues. Identified and

developed processes to support strategic plans and sales and marketing initiatives and worked with personnel to understand and implement processes. Clients included \$70MM transportation company and physical therapist practice.

Notable Achievements:

- Developed and implemented new outbound sales and marketing program, sales materials and processes.
- Identified and developed target industry list, with specific marketing and sales communication plans for each industry.
- Developed proprietary CRM system to manage and track prospecting activities including setting up automated post-sales customer communication workflows.

CLEMENT COMMUNICATIONS, INC. (A BRADY CORP.), Upper Chichester, PA 2001-2012

(\$16MM Employee Communications Publisher that provides Safety Training and Communications programs to industry-leading companies in the manufacturing, transportation, wholesale, construction and retail industries)

Vice President of Marketing (2005-2012)

Publications Director (2010-2012)

Marketing Director (2001-2005)

Developed and managed all aspects of strategic planning and development of company goals, including execution of marketing plans, development of marketing initiatives; new product development; customer acquisition, retention and reactivation strategies; web and e-commerce initiatives; tele-sales programs and trade show strategies. Managed marketing staff of 3, editorial and design staff of 10, and numerous outside vendors.

Notable Achievements:

- Developed and launched major change of strategic direction and company branding with projected 2-year revenue increase of 46%. Redefined corporate offerings and expanded product lines.
- Initiated and conducted a comprehensive customer “needs” identification program, including site visits, client interviews, online surveys and 2 focus groups, that led to the elimination of 5 existing products, development of 14 new products and reduced cancellation rates by 50% on 8 existing products.
- Increased customer acquisition by over 300% in 6 months by introducing customer and lead scoring and new customer communication plan and sales campaign structure.
- Developed new product line that consistently produced 20-30% of monthly sales revenue and initiated custom product line that provided new revenue stream that grew to 15% of total sales within first 2 years.
- Introduced new site license program for newsletters that generated over \$350K of profit in first 12 months.
- Retooled trade show strategy increasing lead generation by 30%.
- Represented company at over 30 trade shows including attending client meetings, pursuing potential partnerships, representing company in the booth, as well as speaking in numerous conference seminars.
- Attended sales meetings and drove development of custom safety programs with over 20 top-tier clients that generated \$1.5MM in annual revenue.
- Reduced sales cycle lead time, solved issues with inconsistent pricing and improved sales team efficiency by reviewing and revamping current sales materials, developing pricing guidelines and customer quote tools that reduced quote turnaround from 5 days to 2, creating new sales materials, and compiling over 400 sales resources into a single-access directory.

SPREE.COM, West Chester, PA 2000-2001

(Online Shopping Site)

Senior Promotions Manager

Developed and implemented processes, materials and mailings for company marketing, sales, partnership, acquisition and funding efforts for startup online shopping site.

Notable Achievements:

- Brought in 10 new product partners, 3 new corporate clients and new funding in first 3 months.
- Developed and implemented processes, materials, presentations and mailings for all company marketing, sales, partnership, acquisition and funding efforts for early stage online shopping Web site.
- Increased sales revenue by 30% in 6 months through creation of advertising marketing materials and process.
- Developed and executed trade show strategy that doubled new partner acquisition in first 4 months.

FRANKLIN MINT CORPORATION, Franklin Center, PA

(\$500MM Industry-Leading Direct Marketing Collectible Company known for Excellence in Direct Marketing)

Internet Marketing Manager (1999)

Program Marketing Manager-Doll/Plush SBU (1998-1999)

Group Marketing Manager-WW Plate SBU (1996-1998)

Sr. Product Development Manager-WW Plate Div. (1995-1996)

Sales Manager-N/A Plate Division (1994-1995)

Sales Analyst-\$30MM Jewelry Division (1993-1994)

Sales Planner-WW HL Mailing Schedule (1991-1993)

Staff Cost Accountant (1990-1991)

Audience Selection Analyst (1989-1990)

Developed, implemented and managed marketing and/or product development strategies and plans for assigned division including \$30MM North American Jewelry Division, \$60MM Worldwide Doll/Plush Division and \$250MM WW Plate Division. Duties and number and composition of staff managed varied by role but included:

- Develop, present and implement annual product development plan, including product line strategy, new and continuity program product development plans, and product line budget. Initiate and manage all aspects of product development from concept through fulfillment, including product development, advertising materials, product collateral and sponsor approvals. Manage staff of designers and coordinators, as well as outside artists and designers.
- Prepare, present and implement annual sales plan. Routinely analyze results of mailing and major publications and make recommendations for level of activity and forecasting drop offs. Prepare reports and make periodic presentations for senior management on progress and recommended new sales strategies. Manage staff of sales analysts.

Notable Achievements:

- Increased product success ratio of \$250MM worldwide plate division from 11% to 46% over 6 months while maintaining profit margins. All other product lines in company adopted a portion of test strategy.
- Exceeded sales goals by 8% by successfully leveraging North American print media channel, accounting for 43% of sales generation of \$182MM plate product line revenue.
- Created and launched new product line that grew to \$5MM in first 2 years.
- Developed, launched and managed first company e-commerce web site with \$10K daily sales within first month. Recommended and implemented new promotional strategies that grew daily sales by 30% in first 3 months
- Led advertising, sales planning and product development of #1 top selling product that generated \$9.8MM in sales revenue in 12 months.
- Developed, implemented and executed new house list and media sales strategies that surpassed European annual plan target by \$2MM.
- Created new direction and processes for product development that improved overall continuity of programs, reducing lead time on product by 2 months, and increasing backend annual sales revenue by 8%.
- Reduced product ship delay in one month from \$600K to \$50K for plate division by implementing new process for product collateral fulfillment and promotion management.
- Identified and remediated over \$500K in overpayment of artist fees due to issues with accounts payable processing.
- Developed new test and roll decision process tool that improved accuracy, decreased test to roll timing by two months and ensured product availability for activity.
- Developed and implemented product fulfillment insert strategies that generated over \$2 million a year in sales.
- Served as member of sales training team that provided weekly training sessions as well as one-on-one training for new employees in the sales/marketing departments.

EDUCATION

Bachelor of Arts, Economics and Business Administration, Ursinus College, Colledgeville, PA

TECHNICAL SKILLS

- Extensive experience in using Excel for reporting and analysis
- Extensive experience developing PowerPoint Presentations
- Proficient in Word, Project and Access
- Experience in implementation and use of SAP and Microsoft Dynamics AX
- Extensive experience with email deployment programs (MailChimp, Lyris, CheetahMail)
- Experience working with Web Analytics platforms (Adobe Site Catalyst/Marketing Cloud and Google Analytics)
- Experience in various e-commerce marketing campaign tools (AdRoll, Amazon marketplace, Google AdWords)
- Experience with SEO tools including Google Search Console, MOZ and SEMRush

OTHER PROFESSIONAL DEVELOPMENT, CERTIFICATIONS AND EXPERIENCE
CERTIFICATIONS

- Inbound Certification – Hubspot (March 2018)
- Certified Social Media Associate (CSMA) – e-Marketing Association (December 2013)
- Pragmatic Marketing Certification (April 2009)

CONTINUING EDUCATION AND TRAINING

- Manager as Coach Training Seminar (Cornell University Seminars)
- Behavioral Interviewing Training (Partners in Performance, Inc.)
- Various Direct Marketing Seminars (DMA in NY, US and UK gift shows)
- Time Management Workshop, Negotiating Skills Workshop, Team Building Workshop (RC Taylor Associates)
- Pragmatic Marketing Framework (2009)
- Communication Skills Workshop (Communications Research Associates)
- Safety Communications Skills Workshop (National Safety Council)
- National Seminar Training Seminars (Management, E-commerce, Social Media)
- ASSE and National Safety Council Conference Workshops
- Specialized Information Publishers Association Workshops
- Strategic Deployment Training (2010)
- Google AdWords Certification Program (February/March 2018)

AWARDS

Brady Corporation President's Value Award - 2009

OTHER PROFESSIONAL EXPERIENCE

- Nicaragua Cigar Educational Trip (Feb 2015): Education on end-to-end cigar manufacturing (1 of 12 chosen)
- 2011 VPPPA Conference Speaker: "Creating a Culture of Safety using Digital Messaging"
- *Occupational Safety & Health Magazine* Webinar Speaker: "Making Safety a State of Mind: How Consistent Communication Creates a Safer Workplace"
- Digital Expo 2008: Presentation to introduced new digital safety communication to attendees
- VPPPA Conference: Presentation to introduce safety training product to attendees
- Invited participant in *Open Forum Discussion for Leaders in Adult Education and Job Placement* (Pennsylvania Institute of Technology, April 10, 2014)
- Teddy Bear Magazine: Interviewed as part of article on the Franklin Mint
- Featured in County Press Article on launch of new Chapter for Business Executives Networking Group

COMMUNITY ACTIVITIES & VOLUNTEER WORK

- CIGARfest (2015-2017): Cigars International "mega-herf" event for 6K+ cigar enthusiasts over 4 days
 - Managed 35+ employees in set up and running of event entrance
 - Worked multiple events through the weekend
 - Rewarded as an exceptional volunteer in 2015
 - Served on CIGARfest committee for 3 years
- Business Executives Networking Group (January 2013-Current)
 - Web Site Development Committee (2017/18)*
 - Scoped out layout of web site and developed the bulk of the content.
 - Marketing Manager (2013-present)*
 - Developed processes and procedures for launching new chapters, chapter launch, leader manual and ongoing event announcements that helped successfully launch 5 new chapters in past 2 years.
 - Developed and implemented Marketing, Public Relations and Community Outreach process for 10 chapters.
 - Chapter Leader, Delaware County Chapter (2013-2014)*
 - Started new successful chapter for networking association. Responsible for Chapter retention and growth.
 - Developed and implemented new marketing strategies and tactics that created most successful new chapter launch in the 10-year history of the organization.
 - Chairperson, BENG Career Transition Fair (2013)*
 - Initiated, developed, planned and executed non-profit event that included 10 vendors, on-site resume review services, and over 200 participants.
- Susan B. Komen
 - *Race for the Cure*, Participant: Philadelphia 2007-2011, Washington DC 2012
 - Volunteer for various fundraising activities for 60-mile walks, 2013-2018