
Marketing Manager

Market Intelligence / Communications / Creative Planning & Execution

Key Strengths

- Devising and implementing successful customer acquisition, retention, and penetration strategies.
- Collaborating with field sales, in-house/outside creative agencies, and cross-functional project teams.
- Influencing product development based on customer feedback as well as market and industry analysis.
- Envisioning/executing innovative and effective multi-cultural, marketing campaigns and sales initiatives.
- Investigating and researching competitive products, promotions, marketing campaigns and future moves.

Expertise

- Marketing/Advertising Initiatives
- New Business Development
- Direct/Indirect Sales Support
- Competitive Research/Analysis
- Account Management
- Strategic/Tactical Planning
- Implementation/Execution
- Sales Promotion
- Brand Management
- Event Management
- Client Satisfaction
- Sales Tools/Incentives

Awards and Recognition

- 2002 TelPac President's Club
- 2002 Teamwork Award for orchestrating the first Group "Fat I Awards" ceremony/banquet
- Q12001 Employee of the Quarter for TelPac
- Promoted to manage the San Francisco market after unprecedented success in Las Vegas market

Professional History

The Group, Lakewood, CO

2002 – Present

Account Manager. Direct integrated marketing and advertising initiatives for key, high-profile accounts including Coors Light, BMW Motorcycles, Proctor & Gamble, Bristol Meyers Excedrin, Keri, Comtrex, and Quest Diagnostics. Manage entire project lifecycle from concept and strategic planning through implementation including estimating and budgeting, scheduling, securing resources, directing creative staff, and anticipating and resolving potential conflicts. Tailor campaigns for different markets and cultures. Ensure compliance with corporate branding standards and secure all necessary legal approvals. Manage budgets of \$10-\$15M for high-profile clients.

- ✓ Devised multi-cultural multi-media campaigns for Coors Light targeting Hispanic communities.
- ✓ Created monthly news report/deck to inform management, marketing, and sales team of potential threats from competitor activities, marketplace trends, and new deals or partnerships.
- ✓ Specialized in the creation of ground-breaking, high tech point-of-sale (POS) merchandise and produced to order inventory (PTO) for Coors Light Silver Equity branding campaigns.
- ✓ Created national sweepstakes promotion for BMW Motorcycles – promoting test drives as a way to increase dealer traffic and sales.
- ✓ Worked closely with corporate legal staff, outside counsel, and state regulatory agencies to acquire legal approvals for national product offerings, sweepstakes, advertising campaigns, and alcohol issues.
- ✓ Created awareness and preference program consisting of informative and educational print ads and billboards for Quest Diagnostics walk-in test centers.
- ✓ Developed and executed trial sample promotion for Bristol Meyers' Excedrin Quick Tabs including presence at a variety of customer events and partnering with *First Moments* welcome kits. Influenced the television campaign.

TelPac Communications, Las Vegas, NV & Northern CA

2000 – 2002

Field Marketing Manager. Launched TelePacific Communications' first field office in the Las Vegas market, taking it from start-up to a fully operational field office in 10 months. Built customer base and expanded initial limited product line to a full suite of telecom and Internet products. Generated overall marketing plan including lead generation programs, print, radio, and billboard advertising, direct mail campaigns, web marketing, telemarketing, and customer events based on \$90K annual marketing budget. Reported quarterly/annual plans and results to Board of Directors and senior management. Directed participation in Comdex, NetWorld Interop, and Preview trade shows.

- ✓ Initiated a grass roots style marketing blitz employing community sponsorship and customer appreciation events to create awareness and preference.
- ✓ Performed SWOT Analysis to understand and address vulnerabilities, overcome sales barriers, and leverage strengths. Conducted sales focus groups to increase product and promotion knowledge.
- ✓ Designed quarterly sales contests to increase team competitiveness and drive sales. Crafted motivational emails and surprise packages to maintain a high level of enthusiasm and performance.
- ✓ Created the TelePacific Competitive Analysis Library (TCAL), a company wide Intranet library housing competitive/product materials.
- ✓ Designed the 2-Minute Fact Finding Worksheet sales tool to facilitate the sales goal of closing prospects within three appointments.
- ✓ Created a Lost Opportunity Report to learn from losses and apply knowledge to future opportunities and improve closing rates.
- ✓ Served as liaison to outside agencies, providing them with market objectives and intelligence as well as branding standards. Directed outside agency on advertising placement and mix. Followed-up to ensure successful placement and pursued corrective action or refunds when necessary.
- ✓ Advocated the creation of packaged/bundled long distance minutes in response to competitive activities.
- ✓ Created a Fractionalized T1 product/service for small businesses that allowed access to the Internet via high speed T1 but at a fractionalized cost.
- ✓ Launched Integrated BundleT1 product/service that bundled telephone and internet services for small and medium businesses resulting in a 25% increase in sales.

City Networks, Las Vegas, NV

1999 – 2000

Sales and Marketing Assistant. Analyzed and identified opportunities for Internet and Networking sales to Las Vegas, Houston, Anaheim, Santa Clara, and San Antonio convention properties under contract. Directed telephone, Internet, and networking sales into major conferences such as Comdex and NetWorld Interop.

Sales Department Administrative Assistant, XO (formerly NETXLINK), Las Vegas, NV

1999 – 2000

Congressional Intern, Senator Kent Conrad, Washington, DC

Fall 1998

Affiliations/Memberships

- Volunteer, Littleton, CO District Attorney Fast Track Program
- Affiliate, American Marketing Association
- Member, Women in Communications
- Member, Las Vegas, NV Chamber of Commerce and Marketing Committee Volunteer
- Member, 14 Bay Area Chambers of Commerce

Education

- B.S. Psychology, Spanish minor, Montana State University, Bozeman, MT, 1998
Graduated with honors.