



TSQUARED CONSULTING

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STRATEGIC MARKETING/ BRAND MANAGEMENT / CREATIVE OPERATIONS

Creative and results-driven brand marketing leader with a proven track record of translating business objectives into innovative design to achieve both short term (sales, market share) and long-term (brand health, customer loyalty) goals. Proficient in building programs designed to engage customers, inspire purchase, and create loyal advocates while exhibiting forward-thinking leadership. Expertise in directing creative and production resources in the support of company brand, sales, and marketing efforts.

Marketing



Direct marketing
Retention strategy
Acquisition marketing
Customer segmentation
Campaign testing strategy

Creative/Branding



Messaging
Collateral design
Corporate identity
Brand development
Creative conception

Dynamic



Innovative
People leader
Entrepreneurial flair
Project management
Budget management

Negotiation



Influencing skills
Selling creatively
Strong closing skills
Building relationships
Vendor management

PROFESSIONAL EXPERIENCE

ABC Company, New York, New York **Consumer Marketing Director**

4/2015 – Present

Responsible for management of 2.4MM subscriber base through marketing strategy and implementation to maximize subscription sales through all channels, including digital, direct mail, strategic partnerships and retail. Full P&L responsibility including subscription revenue generation and rate base management.

- Develop and execute impactful marketing initiatives that drive consumer engagement and maximize revenue.
- Partner with cross-functional teams and executive management to facilitate buy-in for new strategies to reach departmental revenue goals.
- Responsible for providing upper management with monthly variance explanations when applicable.
- Development of "what-if" rate base and P&L projections in relation to proposed strategic growth plans.
- Provide monthly management summaries to senior and executive management and prepare quarterly presentations to the publisher.

XYZ Company, New York, New York **Director, Global Marketing Operations (2013 – 2015)**

2013 – 2015

Promoted to lead new global creative team comprised of eight designers and copywriters responsible for brand management, creative development, production, and collateral inventory management for premiere luxury brand. Charged with ensuring correct optimization of \$14MM budget including creative agency, internal creative resources, and monthly expenditures.

- Lead efforts to translate the brand into best-in-class creative that mirrored creative and messaging standards across all mediums including internal/external communications, advertising, sales collateral, events, direct marketing, digital, corporate signage, etc.
- Project lead on several large-scale global corporate projects including the launch in China, naming of new cutting edge product, first-ever Owner anniversary/loyalty program, and the 50th anniversary campaign.
- Organized key alignment discussions and maintained positive relationships with several internal business units including Communications, Direct Marketing, and Legal, to ensure correct execution of all marketing collateral, creative needs, projects, timeframes and budgets.
- Developed new global brand guidelines which include optimal positioning, functional equities, company mission, value proposition, brand behaviors, marketing mix translation, voice of the company, and design standards for each consumer touch point.
- Led the globalization of the brand including an overhaul/redesign of company logo, advertising, stationary, event invites, signage, sales collateral, sales kits, welcome kits, and the introduction of a quarterly global magazine.

Santa Claus Companies, New York, New York
Director, Communications

2011 – 2013

Key member of strategic management team overseeing \$8M budget while delivering effective marketing communication materials that meet the strategic objectives set by the marketing and sales organization. Executed strategy and creative development for print and digital advertising, direct mail, email, events, sales collateral, new product launches, and new business partnerships.

- Directly managed two Art Directors and a Marketing Manager who supported the creative development, production, and inventory management of marketing and sales material.
- Responsible for supporting the Sales Team with relevant collateral and ensuring the flow of communication between the marketing and sales organizations was timely and consistent.
- Managed lead generation, direct marketing and sales support activities.
- Drove the development and implementation of the company's most successful targeted direct marketing campaign resulting in record 17% increase in sales leads.
- Leveraged strengths in cost-effective marketing management and vendor negotiations to reduce budgeted expenses by \$350k (without compromising business growth goals).

123 Services, New York, New York
Marketing Manager

2008 – 2011

Responsible for managing travel insurance products throughout the product lifecycle including marketing, portfolio strategy, financials, P&L management, vendor management, and customer experience. Managed \$17M marketing budget resulting in \$120M revenue by overseeing 36 marketing campaigns through direct mail, email, online, and telemarketing.

ACME, Iselin, New Jersey
Marketing Specialist

2007 – 2008

Implemented marketing strategy to drive production. Managed the marketing expense budget. Designed, developed, and facilitated marketing programs, along with the lead generation programs and sales contests.

Chipmunk Solutions, Bridgewater, New Jersey
Marketing Manager, Institutional Marketing

2003 – 2007

Developed marketing programs and sales materials including collateral, sales promotions, and client presentations targeted toward employees of client corporations to motivate and persuade enrollment in MetLife's voluntary benefits including Auto, Home, Disability and Life Insurance.

EDUCATION

Master of Business Administration in Global Business | 2003
 American's University

Bachelor of Science in Marketing | 2002
 American's University

PROFESSIONAL TRAINING

Six Sigma Greenbelt | 2008

COMPUTER & DATABASE SKILLS

Microsoft Word, Excel, PowerPoint, Access, Visio, Outlook, FrontPage, Adobe, Acrobat/Creative Suite, ARIBA, Aprimo, Salesforce, and Omniture.