



TSQUARED CONSULTING

STRATEGIC MARKETING | BRAND BUILDING & MANAGEMENT | CREATIVE EXCELLENCE

CONTACT



908.827.1782



results@tt2consulting.com



New York, NY



www.tt2consulting.com

SKILLS

Budget Management
Marketing Communications
Team Leadership
Project Management
Advertising & Promotions
Resource Management
Brand Development
Reporting & Analysis
Creative Agency Management
Corporate Identity
Brand Messaging & Positioning
Channel Marketing
Marketing Innovation
Presentation Design

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION
Global Business
American's University
2003

BACHELOR OF SCIENCE
Marketing
American's University
2002

PROFESSIONAL PROFILE

Forward-thinking and transformational leader with a proven track record of translating business objectives into powerful design and marketing programs to achieve both short term (sales, market share) and long-term (brand health, customer loyalty) goals. Innovative professional with the ability to see the "big picture" while staying on top of all details.

EXPERIENCE

ABC Company, New York, NY

4/2015 – 10/2016

Membership Director & Consumer Marketing Director

Managed a membership program that drove engagement and loyalty while simultaneously developing and implementing the overall strategy for increasing the circulation through various channels including digital, direct mail, print advertising, strategic partnerships, and promotions.

Membership Director, O's Circle of Friends

- Refined ongoing member acquisition/retention and product/benefit development.
- Introduced new pricing model increasing new member acquisition by 25%
- Established new affiliate partnerships resulting in \$200k additional revenue.
- Crushed retention goal by 18% with enhanced offerings, new benefits, and the development of a customer "save" and communication program.
- Led media partner with strategy, testing, channel placements and budget allocation for all paid amplification efforts.
- Increased website conversion by 32% with new responsive design approach to provide optimal viewing.
- Leveraged social targeting to drive acquisition, brand awareness and overall social presence; acquired 26k total subscribers, up from 3k.

Consumer Marketing Director

- Created partnership to maintain distribution; resulted in 12% sales growth.
- Developed, planned, and budgeted various efforts to increase base including innovation promotions, contests, and giveaways.

XYZ Company., New York, NY

10/2011 – 10/2014

Director, Global Marketing Operations (4/2013 – 10/2014)

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

- Globalized the brand with an overhaul/redesign of the company logo, media campaigns, stationary, signage, sales collateral, sales kits, and welcome kits.
- First point of contact for internal team members; responsible for leading projects from concept/strategy through flawless execution.
- Consulted and led internal groups in need of branding, creative, and marketing expertise as well as facilitating internal collaboration.
- Oversaw the design and messaging while providing guidance throughout projects ensuring the highest brand/creative standards were met.



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TECHNICAL SKILLS

Microsoft Office Suite

Microsoft Publisher

Visio

Adobe Creative Suite

ARIBA

Aprimo

Basecamp

Outlook

Sales Force

Omniture

TRAINING

Six Sigma Green Belt

2008

ACTIVITIES

Alpha Kappa Alpha Sorority, Inc.

Technology lead for local chapter: built website, design promotional materials for events and manage all event campaign execution.

EXPERIENCE *continued*

- Translated the brand into best-in-class creative that mirrored creative and brand standards across all mediums including internal/external communications, advertising, sales collateral, events, marketing, digital, corporate signage, etc.
- Developed global brand guidelines including 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.
- Project lead for global initiatives including the launch in China, naming of new cutting products, development of a new global magazine, first-ever loyalty program and the 50th anniversary campaign.

Director, Prospect Communications (11/2011 - 4/2013)

Key member of strategic management team overseeing \$8M budget while executing the strategy and creative development for print and digital advertising, direct mail, email, events, sales collateral, product launches, and new business partnerships. Managed lead generation, direct marketing and sales support activities.

- Spearheaded the creative design, testing, and rollout of the first-ever direct mail segmentation campaign focused on key target industries leading to an 11% increase in qualified leads.
- Consistently collaborated with Sales VP's to develop a comprehensive marketing plan, from field interaction to printed collateral.
- Streamlined the sales presentation process through the creation of a product database providing the sales team with immediate access to product progress, features and pricing information.
- Managed two Art Directors and a Marketing Manager who supported the creative development, production, and inventory management of marketing and sales material.
- Drove the development and implementation of the company's most successful targeted direct marketing campaign resulting in record 17% increase in sales leads.

ACME, New York, NY

1/2008 - 5/2011

Marketing Manager

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

- Launched trigger-based email campaign resulting in an open rate lift of 19% and click-thru lift of 7.5%, and 16% lift in conversions.
- Decreased attrition by 23% and added incremental revenue of \$1.2MM through development of product specific retention training and incentive program.
- Spearheaded the development of department-wide marketing dashboard to track KPIs and efficiencies resulting in 15% reduction in marketing spend.

Marketing Specialist, 123 Services

5/2007 - 1/2008

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

Marketing Manager, Santa Claus Companies

11/2003 - 5/2007

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 benefits including Auto, Home, Disability and Life Insurance.