

First Name Last Name
Address, City, State ZIP
Work Phone Home Phone
Email

SUMMARY

Senior B2B marketing communications leader specializing in corporate positioning, messaging and customer communication. Experienced in all aspects of marketing, with a focus on developing sustained communication programs to raise awareness and develop a positive image among external audiences.

EXPERIENCE

Company One
Vice President, Strategic Marketing

New York, NY
1/2007 - Present

Director of Marketing for the nation's largest provider of factoring services. Developed and executed marketing plans and activities targeting customers, prospects and referral sources

- Managed all aspects of Trade Finance's global marketing programs and budget
- Developed and implemented communications and marketing programs to support and grow reputation and market share of this unit, one of oldest and most profitable businesses
- Successfully developed an integrated marketing program to publicize and support the efforts of Commercial Credit, a new unit providing asset-based loans to SME companies
- Identified growth markets by researching potential of target markets, presented recommendations to management, implemented plans
- Managed and implemented all public relations, customer satisfaction surveys, website content, email marketing, direct mail, customer retention events, advertising, and trade show activities
- Crisis communications: wrote customer letters and employee speaking points as needed
- Microsoft Vista Project Manager: Led team that successfully launched company's services on the new Microsoft Vista platform as an alternate direct-to-end-user distribution channel
- Assumed additional responsibility of Director of Training in 2008

Company Two
Vice President, Strategic Marketing

New York, NY
9/2000 – 12/2006

Director of Marketing for several business units of company. Responsible for all B2B marketing activities targeting public and private corporate borrowers and their advisors across a variety of industries

- Marketing management: Managed annual marketing plans and budget of \$2 million
- Maintained consistent voice and visibility among target market via a combination of public relations, articles in the press, customer communications, email marketing, direct mail, brochures, website content, advertising, executive speaking opportunities and customer events
- Philanthropic activities: Spearheaded several industry fundraisers and charitable activities
- Management: Managed and developed marketing and telemarketing staff

Company Three
Vice President, Public Relations

Livingston, NJ
9/1999-9/2000

Managed all public relations and communications activities for equipment financing and leasing unit as well as Small Business Administration (SBA) lending unit

- Successfully raised company's visibility in the media via press releases, articles and speeches
- Won awards for industry-specific report. Re-wrote over 30 brochures.

Company Four
Assistant Vice President, Marketing Officer

New York, NY
11/1993 – 9/1999

Managed marketing department. Responsible for all marketing activities targeting companies with \$5 million to \$500 million in annual sales

- Public relations: Successfully repositioned company in the press
- Developed hospitality events to support relationships with customers and prospects
- Led telemarketing team: Hired, trained and managed telemarketers. Developed in-house manual
- Launched sustained direct mail, database management and ad programs to support sales efforts
- Member of acquisition integration team, reengineering, and balanced scorecard initiatives

Company Five
Business Development Officer

New York, NY
8/1989 – 11/1993

Responsible for developing investment management marketing programs and materials targeting high net-worth individuals, foundations, endowments and mutual fund wholesalers

- Oversaw production of annual report for four years
- Managed public relations and ad programs, wrote brochures, completed RFPs
- Managed special events and trade show activities to deepen relationships with customers

Company Six
Investor Marketing

Washington, DC
Summer 1988

Developed content and planned "road shows" targeting institutional investors

EDUCATION

Georgetown University, Master of Business Administration
Concentration in Finance

May 1989

New York University, Bachelor of Arts, Economics

June 1987

PUBLICATIONS AND AWARDS

- Feature articles on factoring, *The Asset-Based Financing Journal*, 2008, 2007
- The Construction Writers Association, 2000 Award for Excellence in Special Reports
- ACE Awards, 2000 Award of Merit for Special Purpose Publications

GHOST-WROTE MANY ARTICLES FOR BOSSES

SKILLS

HTML, Salesforce.com, Lyris email system, Word, Excel, PowerPoint, Outlook, ACT

References available upon request