

# FIRST NAME LAST NAME

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Address, City, State ZIP

Work Phone ♦ Home Phone ♦ Email

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## Director of Marketing | Chief Marketing Officer

Accomplished marketing professional with extensive financial services industry experience, paired with an understanding of both product branding and target audiences. Track record of success designing campaigns for high net-worth individuals, foundations, endowments, institutional investors, and corporate borrowers ranging from small businesses to Fortune 500 companies. Successful developing programs that concurrently leverage the power of different marketing disciplines. Effectively collaborate with all C-level management and senior executives. Trusted liaison between management and employees, building relationships and consensus across different departments and levels of the organization.

- Consistently create successful marketing programs and campaigns from the ground up, ensuring consistency of branding and messaging.
- Collaborate with senior management on special projects outside of marketing purview, utilizing communications and organizational aptitudes.

### Areas of Expertise

Financial Services ▪ Marketing Campaign Design / Implementation ▪ Business to Business (B2B)  
Teambuilding & Development ▪ Budget Management  
Business Communications ▪ Product Branding ▪ Strategic Solutions & Problem Solving

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## PROFESSIONAL EXPERIENCE

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### COMPANY ONE, New York, NY, 2007 – Present

*Leading global finance company, driving economic growth and creating opportunities for businesses and people around the world.*

#### Vice President, Strategic Marketing, TRADE FINANCE (2007 – Present)

Developed and executed global marketing plans and activities targeting customers, prospects, and referral sources. Identified growth markets through research on potential of target markets, presented recommendations to management, and implemented plans. Directed all public relations, customer satisfaction surveys, Web site content, e-mail marketing, direct mail, customer retention events, advertising, and trade show activities. Assumed additional responsibility as Director of Training in 2008.

**Challenge:** Market new, 15-person lending group targeting small and medium-sized companies, driving new business with limited budget and creating big company feel.

**Result:** Developed PR- and e-mail-driven, branded marketing campaign supplemented by advertisements in target trade publications. Leveraged press contacts to place feature article about group leader's vision. Created and grew teams' personal databases and maintained contact with them. Within one year, group was well established and known in industry.

**Challenge:** Reverse media and public perception that company's financial situation was unsteady during time when financial market was under scrutiny.

**Result:** Selected certain key media representatives with whom to share true story of company's financial situation, including having them interview company president. Meanwhile, created outreach e-mail campaign to notify clients of financial condition, as well as developed standard FAQs for employees to use with concerned and questioning clients. Efforts resulted in positive turnaround in media and public perception.

**Challenge:** Company's profitability was shrinking, so management issued edict to reduce costs and incorporate more technology to alleviate payroll expenditures.

**Result:** Analyzed unit's current expenses to determine highest output. Realized that too many employees were on staff, so surveyed employees about job responsibilities and how they felt productivity could be increased. Presented results to management, who implemented many suggestions.

**Vice President, Strategic Marketing, COMMERCIAL FINANCE (2000 – 2006)**

Managed all B2B marketing activities across several business units, targeting public and private corporate borrowers and their advisors across a variety of industries. Directed annual marketing plans and budget of \$2 million. Maintained consistent voice and visibility among target market. Spearheaded several industry fundraisers and charitable activities.

*Challenge:* Create centralized, professional e-mail marketing program to drive prospect communication efforts.

*Result:* Partnered with another company division to share in-house e-mail marketing solution, developing brand-compliant templates with direct marketing messages. Linked message to advertising in *The Wall Street Journal*. Campaign was branded and cohesive, and e-mails were personalized. Positive feedback from customers and salespeople was immediate.

*Challenge:* Stabilize branding and messaging within company during time of significant transition.

*Result:* Applied approach of consistent, sustained client communications to expanding business units, developing targeted advertising and e-mail communications. Instituted Events Manager position to manage all units' events. Efforts resulted in maintaining consistent, professional image to external audiences.

**Vice President, Public Relations, EQUIPMENT FINANCE (1999 – 2000)**

Managed all public relations and communications activities for equipment financing and leasing unit as well as Small Business Administration lending unit. Successfully raised company's visibility in media via press releases, articles, and speeches. Rewrote more than 30 brochures.

*Challenge:* Leverage annual construction industry forecast to its full potential.

*Result:* Developed geographically-targeted press releases to publicize research findings, each of which was customized with data pertaining to that specific region's construction activity. In addition, sent data to Construction Industry Association to share findings with their membership. Efforts resulted in being awarded The Construction Writers Association Award for Excellence in Special Reports and ACE Award of Merit for Special Purpose Publications.

**Assistant Vice President, Marketing Officer, COMMERCIAL SERVICES (1993 – 1999)**

Managed all marketing activities targeting companies with \$5 million to \$500 million in annual sales. Developed hospitality events to support relationships with customers and prospects. Hired, trained, and managed telemarketers. Developed in-house telemarketing manual. Launched sustained direct mail, database management and advertising programs to support sales efforts.

*Challenge:* Train both internal and external constituents to refrain from referring to company in a negative way in press releases and to focus on positive attributes.

*Result:* Role-played with executives possible interview questions and appropriate, positive answers to be used when presented with FAQs by press. Successfully repositioned company in press with reputation as a financial resource for clients.

*Challenge:* Design comprehensive marketing outreach communications flow with consistent messaging and branding.

*Result:* Created direct mail calendar associated with trade shows sales associates attended. Top prospects received professional mailings on regular basis, which were targeted and interesting, relieving sales team from having to manage their own mailings. Supplemented mailings with follow-up telemarketing efforts.

*Additional Experience*

**Business Development Officer**, Company Two, New York, NY  
**Investor Marketing**, Company Three, Washington, DC

1989 – 1993  
Summer 1988

**EDUCATION**

**Master of Business Administration, Finance**, GEORGETOWN UNIVERSITY, Washington, DC  
**Bachelor of Arts, Economics**, NEW YORK UNIVERSITY, New York, NY