

NAME

City, State • Phone • [email address](#)

DIRECTOR U.S. & MULTINATIONAL BRAND & BUSINESS EXPANSION

Innovative, entrepreneurial and deeply strategic brand and corporate development thought leader with a talent for creating insightful and compelling communications that resonate with US and global customers and inspire stakeholder loyalty and support. Possess proven research and analysis skills to uncover and take strategic advantage of market opportunities and competitor weaknesses. Strong familiarity with all aspects of traditional, social, email, and digital marketing programs across both corporate and brand spaces. Seasoned ability to identify, develop and direct talented personnel to effectively drive challenging marketing programs and enhance global synergies. Polished interpersonal and communication skills to favourably influence C-level decision-making.

Core Competencies:

US & Global Marketing Strategies • Concept Development • Brand Growth Strategies
Brand Program Development • Marketing Partnerships • Talent Development & Leadership
Media & Agency Relationship Management • Market Research & Interpretation • New Business
Corporate Marketing Programs • Corporate & Brand Positioning • Social & Digital Marketing

PROFESSIONAL EXPERIENCE

JKL Technologies, City, ST ~ 2014-current

A \$8B technology company and global leader in connectivity & sensor solutions.

Director, Brand Strategy & Marketing

Lead development and execution of the strategic and creative direction of the brand focused on driving business growth and awareness among design engineers. Direct daily activities of 8 personnel and oversee company's creative & media agency relationships. Manage social, email, and digital marketing programs and steer cross enterprise initiatives designed to improve global synergies and strengthen company's ability to meet future growth objectives.

- Developed and orchestrated the successful launch of new brand campaign in 2014 that delivered a 500% increase in hi-value onsite activities campaigns as well as a 12% increase in overall awareness over a 3-year period.
- Boosted effectiveness of the corporate marketing program by increasing traffic by over 740% and adding over 20,000 contacts. M/M forecasted revenue was up 32% in 2017.
- Played a key role in implementing a function-driven company-wide initiative to increase the company's competitive advantage.
- Created strategy and marketing approach for \$10B small customer opportunity in NA & China.
- Led all phases of the enterprise wide legal entity name change in Germany and the US.

PQR Company, City, ST ~ 2007-2014

A leading multimedia shopping company with 2013 sales of \$4.6B.

Director, Social Media & Marketing

Managed development of social marketing and media strategies with a focus on increasing and retaining new customers. Supervised 10 personnel and drove and coordinated cross-team social program-related initiatives with other eMarketing functions. Developed and administered program budgets and KPIs in alignment with business goals. Delivered social media insights and strategic guidance in areas of employee engagement, service experience, and global synergies. Steered corporate strategy on utilisation of external marketing and technology companies. Partnered with internal creative leaders to develop guidelines and standards for delivering messages and themes to external media.

Director, Social Media & Marketing Continued...

- Initiated and created all aspects of the social media & marketing function from scratch and convinced other business units to embrace and promote the new communications channel.
- Played a key role in realigning the company's future strategy and direction from being a TV shopping channel to that of a shopping, entertainment and social experience.
- Delivered sales of \$78M with over 22,000 new customers since the launch of the program.
- Developed and implemented the overall social media strategy across multiple platforms leading to a gain of more than 1.4M fans, 75,000 followers, and over 8M views in the past 2 years.
- Built a dynamic, high performance team from the ground up through intensive coaching, mentoring, and one-on-one personal development meetings.

Director Brand Development & Strategy, 2007-2012

Held oversight for strategic and creative direction of the brand as well as all proprietary brands internally and externally. Directed team of 13 personnel including senior managers. Generated brand and marketing partnership opportunities with media companies, entertainment properties and personalities. Partnered with the brand creative director to ensure adherence to corporate-wide brand synergy. Spearheaded all social media and marketing initiatives. Negotiated favourable agreements with magazines, newspapers, TV networks and agencies. Pioneered the establishment and development of the planning & strategy group.

- Orchestrated development and launch of a global re-branding campaign in 2008 that successfully reversed a decline in viewership and boosted awareness and purchase intent.
- Created strategies for Q4 2009 that played a key role in delivering the largest growth of new customers in company history at 253,000 for November 2009.
- Initiated and led development of a new product portfolio management tool enabling merchants and buyers to rapidly identify gaps in the product catalogue.
- Turned around a culture that viewed marketing as a support function rather than a driving force by successfully influencing internal opinion leaders to reassess the value of the discipline.

ABCD, City, ST ~ 2007

An innovation agency that developed creative & disruptive solutions for Fortune 500 companies.

Director Client Engagements

Led team of 6 and oversaw the XYZ Consumer Healthcare account with a focus on seeding innovation into their marketing function. Identified and developed disruptive opportunities for all brands across the company's pain, pediatrics, upper respiratory and gastrointestinal franchises.

- Guided all phases of the creation of XYZ's Marketing Innovation Program tailored to generate breakthrough solutions for XYZ brands.
- Managed development of a holistic program for the pediatrics business aimed at simplifying the process for parents to dispense medicine to their children.

EDUCATION

Bachelor of Arts Degree in Music with a concentration in Economics and Languages

College, City, ST

TRAINING

Achieved selection as one of 50 out of 9,000 global employees to participate in a Leadership Development Program at ABC University