

## PROFESSIONAL PROFILE

Accomplished marketing communications professional responsible for creative development of all marketing collateral, website design and content development, email marketing, search engine optimization, branding, new product launches, tradeshow management, press release distribution, media schedules, planning and budgeting, market research and analysis in highly technical environments.

- Ability to meet deadlines and manage multiple projects in a fast paced environment
- Strong organizational and planning skills to manage multiple and changing priorities
- Copywriting/graphic design skills
- Excellent interpersonal & communications skills

12/07-3/08 **Analytical Products Group** (purchased 12/5/08 by ERA – division of Waters)

Manufacturer of proficiency testing & quality assurance products for analytical laboratories

### **Marketing Communications Manager**

- Develop and drive marketing plan to launch new product lines, promote brand awareness, diversify into new markets, and increase sales.
- Build relationships with international distributors and provide support through users meetings, training, custom web systems, & translated collateral.
- Design and write copy for all marketing collateral for print and online promotion. Establish brand recognition across various marketing avenues.
- Execute targeted direct mail campaigns to increase orders, generate tradeshow booth traffic, and produce new leads.
- Develop Advantage Training product launch to increase sales & users of training system. Educate employees and convert customers on data systems through online demonstrations and presentations.
- Coordinate and represent the company at tradeshows. Identify audience and execute pre/post show promotions to increase traffic and convert customers.
- Manage content for company websites and intranet.
- Lead team to publish monthly internal and external newsletters. Design and distribute to targeted customers and prospects through email blasts.

1/00-12/07 **Joslyn Hi-Voltage** (a Danaher company)

Manufacturer of switches & controls for the transmission & distribution of electricity

### **Marketing Communications Coordinator**

- Facilitated take-over of all Fisher Pierce marketing activities when acquired by Danaher.
- Led Commodities Team involving several Danaher companies to leverage buying power for cost savings in purchasing advertising media, print, and design services.
- Achieved \$72,000/year in cost savings by bringing design & printing functions in-house.
- Developed and executed print & online advertising media schedule with \$100,000+ budget.
- Implemented product launches for Tri-Mod series, VacStat, Smartlink, and Versavac LE products.
- Supported International Sales Managers with translated collateral, advertisements, website, and international exhibitions.
- Directed company website redesign with new navigation structure, graphics, and content. Included integral use of database to collect & manage data.
- Increased search engine rankings through SEO program. Analyzed website statistics and monitored continuously for improvement.
- Coordinated and attended tradeshows, hospitality events and sales meetings. Designed graphics.
- Developed secure Sales Partner Website for representatives to serve as a resource for sales tools, presentations, competitive information, new product training, etc. Managed communications to over 350 sales representatives worldwide.
- Designed and wrote copy for all sales collateral. Developed system for maintaining updated print and electronic files.
- Led team to publish internal monthly newsletter.
- Performed research & analysis for Strategic Plan including customer feedback (VOC), market data, and competitor research.
- Managed trademark filing and branding.
- Participated in Kaizens and completed courses on Danaher Business Systems tools.

11/94-1/00

**Torq Corporation**

Manufacturer of motor switches for single phase electric motors

**Market Analyst**

- Researched customer segments to determine growth possibilities & developed marketing strategy.
- Analyzed buying patterns & utilized data to devise personalized direct mail promotional packages.
- Worked directly with the president to execute telemarketing campaign.
- Developed promotional package design and executed distribution. Included monthly stuffers.
- Designed & implemented safety communications program to comply with OSHA standards.

**Buyer**

- Negotiated with suppliers purchasing raw materials for production.
- Worked directly with production to manage delivery schedules for material requirements.
- Developed database of purchasing history for high volume materials which allowed for better analysis. Resulted in significant cost/inventory reduction.
- Generated product cost analysis for customer pricing.
- Developed cost accounting system to calculate inventory costs for materials and manufacturing operations.

**Education**

9/92-5/97

**Kent State University** - Bachelors degree - Business Administration/Marketing  
National Dean's List 1993, 1994, 1997. Financed 100% of education by working full time.

9/01-12/03

**Cuyahoga Community College** - Associates degree - Graphic Design

**Formal Training**

The Five Dysfunctions of a Team through offsite training from the Table Group  
Easy Catalog software training through Avatar  
Email marketing through Jeanne Jennings  
Search Engine Optimization through American Marketing Association  
Danaher Business Systems Tools through coursework & kaizens

**Associations**

**ABWA** (American Business Women's Association) - Marketing Chair/Formation Member

**Computer Experience**

Mac and PC

Adobe Indesign, Photoshop, Illustrator, Dreamweaver, Flash, Quark Xpress, Easy Catalog,  
Photography, Microsoft Office including Excel, Word, Powerpoint, Access Database