

### Summary

A high-energy professional with experience in both business-to-business and direct-to-consumer marketing. Strong project management, copy writing, and creative skills, as well as knowledge of marketing tactics and processes. Experience with brand positioning, sales support programs, public relations, market segmentation, targeting, and lead generation systems.

### Marketing Manager

**2012 – Present**

EDR Lender Solutions Group, Shelton, CT

As marketing manager, responsible for the development and execution of the marketing strategy and plan for the company's Lender Solutions Group, including the product launch of the firm's SaaS application for financial institutions involved in commercial real estate lending.

Responsibilities include market research, segmentation, messaging and targeting. Manage the tactical execution of inbound and outbound lead generation campaigns. Manage website content, e-campaigns through *Marketo*, and other client facing communications. Train sales on new product launches and go to market strategy and messaging. Develop and manage PPC and SEO programs, and media schedule for print and digital campaigns. Oversee trade shows and conferences, collateral development, Powerpoint presentations, and other sales enablement tools. Responsible for development, management of annual marketing budget.

#### Select accomplishments:

- ✓ Successfully introduced and launched the company's new application/product to financial services market, resulting in 750 new bank clients in first year.
- ✓ Generated 1,280 "sales accepted leads" in fiscal year 2014.
- ✓ Implemented lead generation and flow process, including prospect identification, lead nurturing, scoring and measurement over the lead life cycle.
- ✓ Introduced four new products to existing client base, resulting in new revenue streams.
- ✓ Redefined company's position in market through rebranding program (beyond environmental services).

#### Key expertise:

brand development and management	<i>Marketo</i> e-marketing automation platform	strategy development
brochures/collateral	PPC campaigns, SEO	Segmentation
content development & deployment	product launch strategy and planning	tradeshaw/event planning
lead generation	public relations	vendor management
marketing plan development	seminars/webinars	website design & maintenance

### Vice President, Marketing Manager

**2002 – 2011**

The McCue Mortgage Company, One Liberty Square, New Britain, CT

Responsible for all marketing efforts for this family-owned, leading residential lender with annual revenue over \$600 million. Managed corporate brand image of a responsible, reputable first-time homebuyer focused lender, resulting in top-ranking lender in state for this segment. Strategy development, marketing program planning, tactical execution, measurement, and budget management. Developed and supported both retail (direct-to-consumer) and wholesale (b2b) sales channels.

#### Select accomplishments:

- ✓ Developed customer engagement program, increasing repeat and referral business by 80%.
- ✓ Developed marketing campaigns in support of company's CHFA product, resulting in being top producer ('08, '09, '10) of this state agency-bonded mortgage program (amongst a crowded market of large national lenders).
- ✓ Maintained revenue stability during "mortgage banking crisis" through strategic brand positioning and marketing, achieving positive growth during market retraction.
- ✓ Developed and managed marketing activities that tripled new business through wholesale sale channel.
- ✓ Negotiated contracts for and managed celebrity spokesperson Rebecca Lobo.

#### Key expertise:

Advertising (TV, radio, print, outdoor)	e.marketing ( <i>Constant Contact</i> )	social networking
brand development and management	employee communications	spokesperson (celebrity) management
brochures/collateral	proposal development	tradeshaw/event planning
copy writing	public and community relations	vendor management
customer engagement programs	public speaking	website design & maintenance
direct mail	sales support	

- more -

**Marketing Director****1997 – 2002**

SS&amp;C Technologies, 80 Lambertson Road, Windsor, CT

Directed the marketing and communications for this leading provider of investment management software, financial services, and outsourcing services with annual revenues of \$300 million. Developed marketing programs focused on five vertical markets: insurance, asset management, hedge funds, banking and real estate. Managed staff including tradeshow manager, copywriter, database administrator, public relations, and webmaster. Directed and managed multiple vendors, ranging from ad and PR agencies to print and fulfillment. Worked with product managers to develop go-to market strategies and tactics.

**Select accomplishments:**

- ✓ Successfully extended brand across 12 products serving five different vertical markets; rebranded acquired products.
- ✓ Created and managed e-marketing program in each of five vertical markets, reaching over 250,000 prospects and customers.
- ✓ Developed technology showcase “roadshows” targeting c-level asset, investment and property managers, and their technology officers, etc. resulting in significant lead generation for sales force.

**Key expertise:**

advertising (print)	e-marketing	public relations
brand development and management	media planning	tradeshows/event planning
brochures/collateral	newsletters	user conferences
case studies	sales support programs	vendor management
copy writing	product packaging	website design and maintenance
direct mail	proposal development	white papers

**Business Development/Marketing****1986 – 1997**

ABB Combustion Engineering, Inc., 1000 Prospect Hill Road, Windsor, Connecticut

**Summary:** At this international power generation and industrial equipment provider, promoted up through a variety of business development and marketing positions, including serving as a proposal coordinator, technical writer and marketing specialist for the company’s waste-to-energy division, to the start-up of an in-house proposal development and marketing agency serving several divisions of ABB Combustion Engineering.

**Project/Account Manager****ABB Proposal Development & Marketing Services Group****1992 – 1997**

Served as project manager for business development projects including proposal development, sales support, website development and maintenance, tradeshow support, advertising, and internal and external corporate communications. Implemented document management system for several divisions, allowing for the digital storage, retrieval and on-demand printing of engineering drawing and technical specifications. Services provided to the following divisions:

- ✓ Nuclear Systems, Services, and Fuel
- ✓ Fossil Systems and Services
- ✓ Power Plant Controls
- ✓ Power Plant Laboratories

**Supervisor of Project and Marketing Support****Resource Recovery Division****1988 – 1992**

Responsible for the development of proposals, sales support, and marketing communications material supporting the development of large scale, multi-million dollar power projects. Served as internal communications coordinator for business unit with four operating power plants/locations.

**Proposal Coordinator/Technical Writer****Resource Recovery Division****1986 – 1988**

Served as the point person for the development of proposals in response to complex RFP’s for large scale projects. Coordinated necessary input from engineering, project management, pricing, legal, and sales, with ultimate responsibility of addressing all requirements of the RFP. Won four contracts, valued at about \$250 million each.

*ABB Combustion Engineering (continued)*

**Key expertise:**

advertising (print)  
brochures/collateral  
document management  
Newsletters

sales support programs  
project management  
proposal development  
proposal writing

public/community relations  
technical writing  
tradeshows/event planning  
website design and maintenance  
technical papers

**Education and Relevant Training:**

- University of Hartford, West Hartford, CT, BA Communications/Marketing
- Internship – Combustion Engineering Corporate Communications Group
- Sports Editor, Editorial Board, Informer News (University newspaper)
- Seven Habits of Highly Successful People, Steven Covey
- Seminar - Creating Very Satisfied Customers
- Seminar – How to Create Killer Copy
- Seminar – Creating High Performance Work Teams

**Systems and Related Experience:**

Microsoft Office Suite, Word, Publisher, Powerpoint, Excel, Outlook, Marketo (marketing automation), Exact Target, Constant Contact, Sales Force, Act, Goldmine, WordPress, Google Analytics, Buffer, Hootsuite, Twitter, LinkedIn, Youtube, Facebook.

**Interests/Community Involvement/etc.**

Member, American Marketing Association

Coach and board member of Granby Rovers Soccer Club

Ski Racing Coach, Springfield Ski Club

Past Board Member, CBIA Hartford Alliance for Mathematics and Science Education

**References & samples available**