Name

Libertyville, IL • • •

**Marketing Contractor**

**Project Management • Marketing Strategy • Cross-Media Marketing • Brand Development • Digital Marketing**

Dynamic marketing professional with 20+ years of experience in project management and marketing strategy across various industries, driving successful product launches and branding initiatives.

Expert in cross-media marketing strategies and digital campaigns, managing projects for both corporate clients and self-employed ventures while enhancing engagement and revenue.

Proficient in team leadership and collaboration, with a proven ability to mentor marketing staff and liaise effectively between diverse stakeholders to achieve organizational goals.

**Areas of Expertise**

* Creative Problem Solving
* Client Relationship Management
* Content Development
* Performance Metrics
* Event Coordination
* Email Marketing
* Market Analysis
* Social Media Strategies
* Promotional Campaigns

**Notable Achievements**

* Achieved a 100% increase in direct mail marketing response rates by implementing a cross-media marketing program at BP Direct, resulting in significant cost savings for clients.
* Designed and executed multi-channel marketing strategies that drove a 30% increase in consumer engagement for Home Owners Bargain Outlet's promotional events over two years.
* Produced training materials and welcome kits for newly acquired Tim Hortons franchises, enhancing onboarding efficiency and brand consistency across 50+ locations in Canada.

**Professional Experience**

**Make Corporation –** Riverwoods, IL

**Marketing Contractor •** March 2019 to Current

Responsible for coordinating multi-faceted marketing initiatives, including event planning for product launches and the development of marketing collateral to support international teams.

* **Produced:** training materials and welcome kits for newly acquired Tim Hortons franchises, enhancing onboarding efficiency and brand consistency across 50+ locations in Canada.
* **Spearheaded:** the creation of the 'Collateral Connections eNewsletter', improving communication efficiency among international marketing teams and increasing resource utilization by 40%.
* **Collaborated:** with senior management to develop a training video for Canada acquisitions, streamlining the integration process for new franchises.
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**Home Owners Bargain Outlet –** Waukegan, IL

**Marketing Coordinator •** February 2016 to August 2018

Served as the central point of contact for multi-channel marketing efforts, managing media schedules and facilitating communications among various stakeholders to ensure campaign success.

* **Drove:** a 30% increase in consumer engagement for promotional events through the design and execution of innovative multi-channel marketing strategies.
* **Mentored:** advertising staff members to enhance team performance and skill development, leading to improved campaign quality.

**Earlier Experience**

**BP Direct, Inc.** • Libertyville, IL • **Senior Marketing Project Manager** • March 2007 to March 2010

**A Village Green Montessori** • Libertyville, IL • **Office Manager** • September 2003 to March 2007

**Abbott Laboratories** • Abbott Park, IL • **Technical Support Project Manager** • June 1994 to July 2001

**Education** • **Qualifications**

**Carthage College** • Kenosha, WI • **Bachelor of Arts**

**College of Lake County** • Grayslake, IL • **Web Design Graphic Design**