

Marie Bonelli

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Summary

Innovative Marketing & Communications Manager with 15 years of success managing strategic internal/external communications, from public relations and marketing to copy writing and new media in corporate and non-profit industries.

- Creative problem solver with diverse writing skills; high energy; thrives in fast-paced work environment
- Strong combination of strategic vision, intuition and persuasive communication skills
- Negotiates valuable corporate/community/media partnerships to strengthen brand and increase revenue
- Trained in ACE (Achieving Competitive Excellence) operating systems and continuous quality improvement methods

Career History

Public Relations/Copy writer Consultant, Connecticut

Sept. 2011 - Present

AVEDA, a subsidiary of Estee Lauder Companies Inc., Farmington, Connecticut

Advisor/Key Holder

Supervise contingent/part-time advisors and collaborates on developing beauty and wellness events, writing marketing materials and VIP direct mailings for monthly product focus that attract 5 percent - 20 percent new guests in store per week. Achieve sell-through goals of nearly 100 percent. Assists in coordination of Earth Month events in support of Clean Ocean Action fund.

July 2009 – Present

Full-time graduate student

2009

PRATT & WHITNEY, a unit of United Technologies Corp., East Hartford, Connecticut

June 2006 – Dec. 2008

Public Relations and Communications Specialist

Developed and implemented internal communications plan for commercial engines division in collaboration with business units, marketing and human resources, to inform and engage employees on product, brand and career development initiatives. Provided external communications support to military engines division from June 2006 – June 2007.

- Project manager of company's first 3-D multi-media marketing tool promoting next generation engine, PurePower™ 1000G
- Increased Intranet hits by 50 percent through launch of features series on employee accomplishments for commercial engines
- Proposed internal micro-site promoting next generation engine. Developed initial content and assisted designer in framework
- Wrote news releases, executive speeches and key messages; coordinated media campaigns with international public relations firms
- Collaborated on All Hands meeting for engine manufacturer. Recognized by employees for creating "best team building initiative"
- Advised Employee Engagement Council on communications initiatives and served as co-communications manager for 2008 Pratt & Whitney United Way Employee Community Campaign

METROHARTFORD ALLIANCE, Hartford, Connecticut

Aug. 2002 – May 2006

Hartford Region's Chamber of Commerce and Economic Development organization dedicated to growth and promotion of the capital region, including the attraction and retention of young professionals.

Marketing & Communications Director

Directed and implemented multi-media communications and marketing to promote mission of member-based business organization. Advised and collaborated with leadership team in all aspects of internal/external communications, including networking programs, marketing collateral, electronic and print newsletters, web content, annual reports, speechwriting, and video and radio productions. Managed organization's vendor relationships, media relations, press conferences, served as a spokesperson and prepared spokespeople. Direct report to President; supervised interns and administrative assistant. Advised economic development committees and councils.

Program Development

- Drove gains in new membership and improved member retention with original networking programs and e-marketing initiatives
- Organized and executed annual signature event, Business Champions, in collaboration with Hartford Business Journal. Recognizes fastest growing businesses in Metro Hartford region with year-over-year business growth. Attracts 500 attendees

Marketing

- Creative collaboration on Hartford, New England's Rising Star advertising campaign and execution of integrated marketing plan. Served as campaign's public relations manager from 2003 to 2005
- Reached more than 100,000 new readers, and tripled the geographic scope of business organization's newsletter

Media Relations

- Partnered with public relations consultant to host press conferences/roundtables, including launch of the Insurance and Financial Services Cluster (2003), and Hartford region's site selector tour (2005). Result: front-page coverage in Hartford Courant.
- Co-produced and marketed business organization on monthly radio segment, The Talk of Connecticut, broadcasted over five- station-radio network with powerful reach of 50,000 watts

INTERNATIONAL AERO ENGINES, East Hartford, Connecticut

Jan. 2000 – Nov. 2001

Consortium of Pratt & Whitney, Rolls Royce, MTU, and Japanese Aero Engines

Communications Consultant

Completed an eleven month engagement with aerospace manufacturer of V2500 engine. Responsibilities included copywriting/editing company newsletter, international customer magazine, and collateral for Paris Air Show. Compiled and disseminated daily industry News Digest to UTC executives.

LEUKEMIA & LYMPHOMA SOCIETY, Meriden, Connecticut

1998 – 2000

Campaign Manager

Managed and marketed multiple fundraising campaigns and special events with volunteer committees. Oversaw budgets of \$35k to \$50K and significantly increased donor contributions, volunteers, and corporate sponsorship for health-related not-for-profit organization. Managed public relations for events and served as spokesperson to media.

KEILER & COMPANY, Farmington, Connecticut

1997 - 1998

Design Coordinator (Advertising/PR agency)

KELLY SERVICES, Farmington, Connecticut

1995 – 1997

Real Estate Assistant for CB Richard Ellis

LITCHFIELD COUNTY TIMES, New Milford, CT

Summer 1995

Features writer

ESPN, Bristol, Connecticut

1993 – 1995

Video Acquisition Coordinator

Edited and released ESPN footage for rebroadcast on ABC, NBC, CBS and cable networks. Facilitated footage clearance for 1994 ESPY Awards; revised approval process for footage clearance and was implemented by major network television stations.

EFFECTIVE COMMUNICATIONS ARTS, New York, NY

1989 - 1993

Video Production Coordinator

Coordinated production of interactive marketing/sales videos for major pharmaceutical companies. Supervised workflow of graphic artists and medical writers; debugged programs and set up kiosks at medical trade shows. Increased responsibilities led to project management of company's first CD-rom, Cardizem CD.

Education/Certifications

Connecticut Producer's Life Accident and Health, 2011 - 2013

QUINNIPIAC UNIVERSITY – Hamden, Connecticut

Master of Science, Journalism, 2010

EMMANUEL COLLEGE – Boston, Massachusetts

Bachelor of Arts, English/Communication Arts, 1986

Skills

MS Office (Word, Excel, PowerPoint, Access, Outlook, FrontPage), Adobe suite: PageMaker, PhotoShop, basic Illustrator; Webex; Expertise in media editing software: ProTools, Final Cut Pro; Social media: Twitter, Facebook, LinkedIn

Volunteer Work

Share Our Strength, Taste of the Nation/New Haven, CT, 2009

Steering Committee, Action for Healthy Kids/Connecticut Team, 2009 – 2010

Member, Catchment Area Council (Region 18), North Central Regional Mental Health Board, Inc., 2010 – 2011

National Alliance on Mental Illness (NAMI), volunteer