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Objective: To obtain a marketing leadership position that best reflects my experience. Create strategies to develop new and existing customer sales and to continually define the marketing objective for the company.

Skills:

- Excellent negotiating skills
- Training on ROI for Trade Shows
- Event Management
- Excellent leadership skills
- Web Marketing – Search Engine Optimization, know how to drive traffic to the site
- Marketing Strategic Planning
- Trade Show Coordination and Execution
- Excellent presentation skills
- Excellent PR skills – writing and working with media
- Strong copywriting and proof reading skills
- 15 plus years in the marketing communications field
- Agency Management
- Marketing Budget Management
- Creative development on sales tools

Experience:

Sealed Air Corporation
Duncan SC

Marketing Communications Manager

January 2013 – April 2014

- Developed Annual Marketing Communications Plan which includes strategic planning and media buys
- Trade Show Coordination and Execution for all shows for North America
- Liaison with all Product Managers on Product launches and promotions
- Agency Management for the Advertising Agency and Public Relations Firms
- Liaison with the corporate office in New Jersey
- Website Management
- Managed all other outside vendors for Marcom

TCI Tire Centers (wholly subsidiary of Michelin North American)

Duncan SC

Marketing Manager

November 2009 – January 2013

- Tire industry sales training – Passenger, Commercial, Ag and Off Road Racing
- Manage creative team
- Coordinate and execute all trade shows and events
- Public Relations for– all internal and external communications – press releases, internal weekly communications to the sales force, etc.
- Coordinate and executed all commercial events – sales training, sales blitzes, open house and annual meetings
- Responsible for producing reports for Return on investment
- Manage and execute all collateral material for commercial division
- Create and execute promotions for the commercial division
- Manages relationship with all outside vendors for commercial marketing division
- Developed an annual marketing plan for Commercial Division

Cummins MerCruiser Diesel

Charleston, SC

Marketing Services Manager

Jan 2008 – November 2009

- Coordinated and executed all trade shows and events
- Managed marketing budget
- Developed marketing plan for three product lines including ad campaign, direct mail, e blast and web promotions
- Managed all public relations for the company including writing and editing
- Managed all literature fulfillment, event gifts and promotional giveaways
- Coordinated and executed all collateral materials
- Managed all media buying and planning
- Worked directly with product managers to coordinate product launches
- Managed all outside vendor relationships including the advertising agency.

Freightliner Custom Chassis (FCCC) Dec 2003 – Jan 2008

Gaffney SC

Marketing Manager

- Coordinated and executed all trade shows and events
- Developed sales training materials
- Managed marketing budget
- Managed all public relations for the company
- Managed all outside vendor relationships including the advertising agency

Chernoff / Silver Advertising Agency

Columbia SC

1996 – 2003

Production Manager / Print & Media Buyer / Planner

- Advertising agency where I was the production manager for all projects
- Managed costs for each project
- Managed scheduling for each project
- Worked directly with vendor to maintain cost effectiveness

Keys Printing

1990 – 1996

Outside Sales Representative

- Commercial Offset Printing Sales
- Maintained and cultivated accounts
- Exceeded quota each quarter

Education:

BS Degree Marketing Communications

Winthrop University Dec 1986

References available on request

Visit <http://www.linkedin.com> and view recommendations I have received from previous and current employers.