

# Maricris Candelaresi

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## PROFESSIONAL BACKGROUND

Maricris is a motivated, solutions-based professional with 18 years experience in client account management, project management, program development, and operational excellence. She has successfully led cross-functional teams to create cross-platform marketing strategies and grow existing ideas into unique and dynamic marketing plans.

As a subject matter expert in her field, Maricris has planned, invested, and stewarded substantial media budgets year over year for corporations across Entertainment Studio, Consumer Packaged Goods, Retail, and Non-Profit categories. Driven by efficiency, Maricris has worked alongside key stakeholders for continuous process improvement and trained colleagues to champion world-class work. Maricris is goal-oriented and thrives on identifying opportunities for company growth. She has been awarded for her positive attitude, collaborative spirit, and strong communication skills.

## SELECTION OF RELEVANT EXPERIENCE

### Account Manager - Media Investment Leader for National Retail Company

Seen as a leader to strategically invest a multi-million dollar marketing budget, Maricris was briefed by stakeholders on the total budget and goals of the marketing campaigns and key performance indicators to measure success. Collaborating with internal Research teams, she developed a scorecard to analyze the data, then presented the recommended consideration set of media partners for client approval and internal C-Suite alignment. She was responsible for negotiating deals across all approved media partners to garner premium inventory at efficient costs. Maricris' positive reputation and strong relationships in the media sales community allowed for securing below-market rates, giving 12% savings back to the client. She stewarded budgets throughout the year, and reported post-campaign results on a quarterly basis. She provided to the client marketing insights and implications, recommending solutions to continuously improve the quality of campaign delivery. A third-party audit of Maricris' budgets revealed higher-than-average performance and delivery of the video marketing campaigns.

### Project Management - Creative Media Execution for National Retail Company

Through discovery efforts, Maricris worked with stakeholders for a major retail client to define and document scope of business priorities to deliver to an untested strategic audience. Through an extensive vendor research and vetting process, she provided a full cost benefit analysis to leadership to determine solution options. Maricris led a pilot in testing a new partner where she was able to negotiate additional creative assets to ensure highest marketability while maintaining cost efficiency. With a tight schedule to launch and multiple internal and external partners, Maricris created a project plan with clearly defined roles and responsibilities, mapped dependencies between partners, and established communication plans on critical milestones to ensure program success. Through operational excellence, the creative launched on time for the most critical campaign of the year, driving growth and resulting in incremental media budgets to plus up the campaign.

### Industry Experience

- Entertainment Studios
- Retail
- Consumer Packaged Goods
- Media Publishing
- Direct-to-Consumer/  
eCommerce

### Functional Expertise

- Program/Project Management
- Account Management
- Brand Management
- Vendor Management
- Change Management
- Process Improvement

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## SELECTION OF RELEVANT EXPERIENCE

### **Program Manager - Strategic Development and Execution of Marketing Campaign for Non-Profit Media Company**

Maricris worked closely with the company owner, C-Suite leadership team, and board members to identify organizational priorities and expected timelines for execution of a national marketing campaign. She collaborated with several internal departments to establish program scope and gain alignment on deliverables and milestones from all key stakeholders. Maricris brainstormed and created copy/branding for consistent language and visuals across all mediums (print, website, social, and events). She managed all approvals of deliverables in a timely manner and led change management with stakeholders when delays were brought up in weekly status meetings. If the same resources were assigned new projects unrelated to the current project, Maricris would meet with the leadership team to gain alignment on organizational priorities and negotiate workload hours in order to meet necessary deadlines. To better connect the offline program with online resources, Maricris researched and guided the web team to establish the online consumer journey. She also helped create website and email wireframes and consulted on new e-commerce capabilities such as add-to-cart features and upsell digital banners. Through her leadership, the company's first major Parish program launch increased market share by 10% in the first year, and 30% over three years.

### **Project Manager - Sales Growth Execution for Non-Profit Media Company**

Maricris was the project manager for a high-priority campaign to release a children's music album as #1 on the Billboard Music Charts. She thoroughly researched best practices for new marketing tactics to recommend and executed campaigns pushing bulk orders to grow sales exponentially. Maricris worked with several internal departments to establish pricing, promotional campaigns, and event sponsorships to grow sales and drive awareness. When faced with supply issues due to a high response to promotions, she worked closely with the Operations department to establish a workstream enabling visibility into inventory supply and order fulfillment lead times. She also worked with the Data team to develop an internal dashboard in Salesforce to pull and report compliant sales data to the Billboard company. In addition, Maricris was responsible for reporting weekly sales and upcoming marketing campaigns to the CEO. Through Maricris' collaboration and strong leadership, the project resulted in the album reaching #1 in the Kids Album category and an increase of album sales - selling 40% over goal.

### **Program Manager - Increased Donor Initiative for Business Development of Non-Profit Company**

Maricris managed several project teams tasked with increasing the donor base and improving the donation/giving process. She partnered with the Data team to research best practices to collect the information needed to establish recurring gifts from donors. Maricris developed a new donation card that improved giving on-site. She researched and sent RFPs to several tech companies that provided text-to-give capabilities. In collaboration with internal teams, Maricris spearheaded the program to ensure the consumer experience - from text-to-give, mobile login, and customer service follow-ups - were seamless. After testing the technology at a few events, she identified cross-functional deliverables to improve the process, such as updating website language and UX. She worked with stakeholders to ensure internal systems were integrated as well; requiring only one step for customer login. The successful delivery of the program allowed the company to implement new technology at speaking events and realize an increase in donations connected to the new text-to-give feature.

### **Technology Expertise**

- Microsoft Office 365
- Asana
- Google Workspace
- Smartsheet
- SharePoint

### **Methodologies**

- Project Management
- Process Improvement and Development

### **Deliverables**

- Project/Program Management
- Training Materials
- Marketing Campaigns