

MAGGIE GRAHAM

OBJECTIVE

To obtain a Marketing/PR/Communications position that utilizes my Marketing degree and charismatic communications skills in a healthy, happy work environment that fosters collaboration and experimentation.

EXPERIENCE

2013-present Promet Source Chicago, IL

Marketing Manager

- Develops and implements an integrated a marketing strategy and budget to increase sales pipeline and brand awareness
- Conceptualizes and implements ALL marketing and PR initiatives without going berserk
- Creates and manages various advertising and promotional campaigns via sales team, trade shows, social media, SEM
- Serves as lead copy writer/ content marketer for website, newsletter, case studies, data sheets, ads, sales presentations, press releases, etc.
- Creates, curates, edits, promotes content: Dedicated, supplemental and social
- Coordinates attendance and represents company at major, national trade shows, meeting with current & former clients and finding new prospects
- Seeks out and maintains strategic partnerships and co-marketing opportunities
- Maintains detailed marketing reports measuring overall effectiveness with all lead sources (trade shows, SEO, PPC, partners, webinars, etc), revenue from marketing, sales from marketing, opportunities from marketing, etc. (Monthly and quarterly reports)
- Champions SEO, PPC and digital marketing efforts (identifying campaigns, understanding keywords, developing landing pages, analyzing traffic and conversions, etc)
- Develops and implemented brand program
- Organizes and hosts webinar series with guest experts
- Analyzes market position including competition, value proposition, target audience, objections, branding, etc
- Maintains vendor and partner relations
- Analyses market data to understand horizontals and verticals to seek/strengthen/ promote
- Increased web traffic by over 20%; increased inbound leads by over 50%; cut spending by 5%.
- Revenue from Marketing (during tenure): Avg. 42%

2009-2013 Brooks Stevens, Inc Chicago, IL/Allenton, WI

Business Development & Marketing Manager

- Oversaw marketing, PR and sales initiatives
- Established and implemented an integrated new business development campaign to discover new prospects and clients (Setting over 100 qualified new business leads per year)
- Managed various advertising and promotional campaigns
- Served as lead copy writer for website, newsletter, case studies, sales presentations, press releases, etc.
- Independently represented company at major, national trade shows, meeting with current & former clients and finding new prospects
- Presented capabilities overviews to potential clients
- Maintained detailed sales reports outlining prospects, companies and product development needs
- Worked with team to turn leads into loyal clients who continue to spend over 100K, annually (i.e. Sauer Danfoss, Cybex, Delta Faucet, Medline, World Kitchen, etc)

- Organized and implemented a voice-of-the-customer initiative to understand and improve business relationships using Net Promoter Score methodology
- Received “best end of the year review” of all employees
- Assisted with design research campaigns
- Described as tenacious, enthusiastic, creative and charming

2006-2008 Strategex, Inc Chicago, IL

Business Development Specialist/ Project Manager

- Created and implemented calling & integrated campaigns to discover new business for various clients: a product development firm, an advertising agency, consulting agencies, in-house campaigns, and various others
- Set a qualified appointment often with a C-level executive for my clients every five hours (average)
- Researched clients’ history, capabilities and missions to create value propositions and lead-generating communication; continued on-going relationships with clients to ensure campaign success
- Developed calling scripts, composed mailing materials and trained callers for various campaigns
- Rated “ten out of ten” by several clients who remained loyal to Strategex
- Named “Best Overall” and “Most Enthusiastic” for outstanding performance in business development and received numerous rewards!
- Edited presentations and reports
- Established and published *The StrategExtra*, a company newsletter

2003-2006 MadCap Productions Cincinnati, Ohio

Tour Manager/ Performer/ Instructor

2002-2003 Catt Lyon Design Cincinnati, Ohio

Office Manager

2002 Playhouse in the Park Cincinnati, Ohio

Marketing/ PR Assistant

EDUCATION

1998-2002 Xavier University Cincinnati, OH

BSBA Marketing

- Presidential Academic Scholarship
- Performing Arts Grant
- Event Coordinator at Commuter Services - A department dedicated to cultivating culture for off-campus students
- Otto Kvapil Award, highest distinction for Outstanding Achievement in Theatre Performance
- International Business Study Abroad: Maastricht, The Netherlands
- GPA: 3.472; within Marketing: 3.9

OTHER ENDEAVORS

2014: Served on planning committee for MidCamp: A premier technology event

2013: Named “Runner Up” for Stand-Up in *Chicago Reader’s Best of Chicago* Issue

2002-2013: Professional Actress/ Improviser/ Stand-Up Comedian in Cincinnati and Chicago; candidate for membership in Actor’s Equity Association

2011: Attended prestigious Second City Conservatory for Improvisational Acting

2011-2012: Producer/ Event Coordinator/ Talent Booker,/ Marketing/ Host/ Performer - *The Stand* at Second City and *Looking for Love* at Collaboration. Both shows sold out at least once!

WRITING EXAMPLES

Wrote and performed voice over: <http://groovebug.com/> Hit play on the video!

Press Releases:

<http://www.prweb.com/releases/2013/8/prweb11041133.htm>

<http://www.prweb.com/releases/2014/04/prweb11745703.htm>

<http://www.prweb.com/releases/2014/01/prweb11484389.htm>

Case studies:

<http://www.bsiproductdevelopment.com/bsi-portfolio/js7000-joystick-series/>

<http://www.bsiproductdevelopment.com/bsi-portfolio/voi-light-scale-desking/>

<http://www.bsiproductdevelopment.com/bsi-portfolio/indigo-ice-machine/>

<http://www.prometsource.com/project/green-cab-version-two>

<http://www.prometsource.com/project/illinois-safe-schools-alliance>

<http://www.prometsource.com/project/green-cab-version-two>

Website blurbs/updates:

<http://www.bsiproductdevelopment.com/bsi-media/a-steamy-history-bsi-partners-with-legendary-client/>

<http://www.bsiproductdevelopment.com/bsi-media/a-very-bsi-holiday/>

<http://www.bsiproductdevelopment.com/bsi-media/get-a-grip-joystick-research-and-development-recognized-by-industry/>

Blogs:

<http://www.prometsource.com/blog/easy-read-guide-drupal-vs-wordpress>

<http://www.prometsource.com/blog/debuting-drupal-camp-uniting-community>

<http://www.prometsource.com/blog/six-ways-your-non-profit-site-can-increase-membership-and-donations>

Curated blog:

<http://www.prometsource.com/blog>

Sales Collateral:

http://www.prometsource.com/sites/default/files/PrometSource_DataSheet_AR%20Final_3.pdf

<http://www.prometsource.com/sites/default/files/Drupal%20Site%20Assessment.pdf>

<http://www.prometsource.com/sites/default/files/Conceptual%20Academy%20Case%20Study.pdf>

<http://www.prometsource.com/sites/default/files/Tech%20Transfer%20NIH%20Case%20Study%202%20Pager.pdf>

Wrote most of the posts at www.bsiproductdevelopment.com and www.prometsource.com in very short time frames.

Wrote future content for redesign of prometsource.com and bb7.com

SKILLS

Public speaking, written and oral communication, technical writing, comedy writing, working independently, sales, grammar, editing, proficient in French, advanced vocabulary, keen observation skills, creative, patient, works well under pressure, comedy

Microsoft Office, Microsoft Excel, PowerPoint, iContact, MailChimp. Woopra, CRM software (Salesnet, Salesforce, Zoho), Quark, a little bit of WordPress, Drupal content editing

