Maria Caracci Ciccolella  
[mcaracci73@gmail.com](mailto:mcaracci73@gmail.com) | 516.319.1321 | Babylon, NY | [www.linkedin.com/in/mariacaracci](http://www.linkedin.com/in/mariacaracci)

**SUMMARY**

*Director of Content Marketing and Corporate Communications*

Dynamic and award-winning marketing executive with a passion for ideas, strategy, and storytelling. Creative team leader who loves to push the boundaries of the consumer experience with deep insight into developing cross-channel content that connects with audiences, drives engagement, and exceeds expectations. Player-coach with 20+ years of experience who continuously raises the bar across teams, individuals, and produced work by instilling curiosity, cross-functional collaboration, and workflow nimbleness.

**Operations | Brand & Sales Marketing Leadership | Go-To-Market Strategy | Omni Channel Content Creation |   
Internal Communications | Business Development | Creative Ideation | Talent Development & Mentoring | Data Analytics & Trendspotting | Project Management**

**EXPERIENCE**

*WELLSPRING COACHING NY, tapyourwellspring.com, Babylon, NY,* ***Founder, Mindset Coach, Menopause Advocate*** *Jan 2024 – Present*

Run boutique coaching practice focused on performance-driven, midlife career women looking to reclaim their spark when suffering from workplace burnout and the menopause transition.

* Used C and C++ languages.
* Leveraged creative and content management systems (Adobe, Kit) and SEO analytics (Google) to cultivate customer pipeline and execute a comprehensive content strategy inclusive of social media, newsletter, email, and direct marketing.
* Write, design, and edit bi-weekly digital newsletter, *Menopaussible*—an energy boost in an email—for high performance midlife women looking to reclaim their energy and control of their menopause experience, achieving 36% growth over the past 3 months through effective content planning and digital publishing strategies.

*DOTDASH MEREDITH, New York, NY (Formerly Meredith Corporation),* ***Senior Vice President, Food + Drink Revenue Marketing***

*Feb 2022 – Sep 2023*

Oversaw team of 19 to drive all revenue-producing efforts for Food + Drink advertising vertical (~$60MM revenue), as well as brand marketing and business development opportunities for 7 leading consumer Food + Drink brands, inclusive of the #1 US food site, Allrecipes; EatingWell; Food & Wine; Liquor.com; Serious Eats; Simply Recipes; and Spruce Eats.

* Transformed go-to-market story and suite of advertising opportunities to showcase the power and leadership of the newly combined Dotdash Meredith, ensuring a consistent, compelling narrative for DDM’s portfolio of sites that resonated with DDM’s target audience, and securing a new strategic partnership with leading Food CPG advertiser ($4.5MM in revenue, a +250% YOY increase).
* Identified distinct white space opportunity to drive business growth among pharmaceutical and healthcare brands looking to reach new audiences by creating condition-based eating content, capturing $1MM in revenue from leading pharma brand and $250K in single-month sponsorship dollars with new digital issue format.

*MEREDITH CORPORATION, New York, NY,* ***Vice President, Sales Marketing***  
*Aug 2018 – Jan 2022*  
Hired, cultivated, and mobilized 40-person team to develop integrated marketing programs across 9 advertising verticals ($200MM+ revenue), including pharmaceutical/health, food and beverage, fashion and retail, finance, auto, tech, travel, beauty and home, which connected brands with +90% of US women.

* Created and instituted organization-wide best practices for ideation, content creation, and visual storytelling, rooted in human insights, driving purpose, and highlighting value in asset offerings to achieve +15% RFP pipeline growth over 2 years and +11% growth in RFPs representing $1MM+ deal size.
* Advanced internal communications and improved speed to market through creation of news-style meeting programming that fostered connective team culture across various business divisions, while serving to educate and arm 300+ participants on marketplace efforts.

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* Architected vertical expertise strategy by elevating role of sales marketing teams to company-wide industry experts and driving focus on consultative selling, resulting in expansion of joint partnerships from 2 to 10 accounts, inclusive of major CPG, retail, pharma/health, and spirits accounts and representing 23% of all digital dollars in 2021.
* Built relationships and collaborated closely with Product Marketing, Editorial, Creative, Client Services + Activation, Innovation, and Sales teams to align on shared goals, ensure a seamless client experience, and drive continuous improvements across initiatives, supporting revenue that increased +80% YOY FY21 vs. FY 20, +5% FY21 vs. FY 19.

*MEREDITH CORPORATION, New York, NY,* ***Executive Director, Corporate Marketing****Sep 2011 – Jul 2018*

Functioned as player / coach to a lean, high-performing corporate and digital marketing team who developed revenue-producing integrated campaigns for the top 75-spending blue-chip accounts.

* Served as member of corporate leadership team, determining annual strategy and go-to-market approach, ensuring that marketing initiatives supported broader business objectives and driving over $35MM in annual revenues.
* Assessed corporate and digital marketing team structures, identifying strengths and gaps, leading to the creation of a single, cross-functional, platform-agnostic team which increased team productivity, improved quality of work, and decreased workflow duplication.
* Wrote and guided integrated campaigns leveraging Meredith’s leading women’s health, food, home, and lifestyle brands across print, digital, social, experiential, and POS channels to support top-spending corporate advertisers across pharma, food, retail, automotive, and beauty advertisers, increasing program-related revenue 250% over course of position tenure.
* Secured largest digital content and data partnership in company history ($8MM) from major consumer healthcare brand, resulting in 5-year partnership and driving additional $25MM+ in revenue.
* Initiated “feedback loop” with post-sale activation team, driving YOY learnings from campaign executions and advertiser renewals, maintaining 50% of revenue through program renewals.

**EDUCATION**

* Bachelor of Arts (BA), English, Catholic University of America, Washington, DC
* HCI-CHC, -CLC, Health Coach Institute (ICF-recognized)
* Menopause 2.0, Dr. Stacy Sims
* Menopause 101, The Menopause Society

**HONORS & AWARDS**

Min Awards for Integrated Programs, 2013 & 2014

Meredith Playing to Win Award, 2017

Marketing Excellence Awards, 2020: Overall Program Excellence, Innovative Program, and Brand Driven