

Alicia C. Wade

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Executive Summary

Accomplished marketing and communications professional with experience in events, social media, multi-platform promotions, proposal writing and internal, as well as external communications. Excellent negotiation, project management, presentation and client relation skills with the ability to bring integrated marketing campaigns from concept to commercialization within budget and on or ahead of schedule.

Summary of Skills

Event Planner – coordinate industry marketing and trade show exhibition for major media brands

Marketing Strategist – create and implement marketing/communication strategies that tie into relevant trends and social networking vehicles

Project Manager – simultaneously manage multiple projects and programs with a track record of on time and on budget delivery

Skilled Editor and Writer - develop compelling, persuasive content across a variety of marketing and communication media and channels, including newsletters and sales materials

Business Developer - ability to create programs that generate revenue and build brand awareness

Professional Experience

Ad Sales Marketing Coordinator NBCUniversal – Sprout Network

07/2012 to Present
Philadelphia, PA

- Execute pre-determined marketing strategies and business plans for new revenue opportunities; collaborate with creative teams to build robust web, digital, social, on-air and VOD campaign elements
- Conceptualize, develop and distribute advertiser specific promotions for all Sales categories based on Sprout and client brand objectives
- Work with Account Executives to position and detail integration opportunities, as well as upsell for repeat business
- Work with the programming and digital teams on the production process to ensure all projects remain on strategy and timeline
- Responsible for continuous reinforcement of the company brand including vision and values, across all marketing initiatives
- Provide marketing support to the Sales team including the development of sales sheets, sales decks and other correspondence resulting in new business
- Research and analyze ratings data to ensure brands are well-positioned among competition
- Oversee Ad Sales Marketing budget of \$1MM, handle all invoices, contracts and vendor negotiations

Marketing and Communications Assistant

12/2008 to 07/2012

- Managed and executed consumer and affiliate marketing events, trade shows and talent meet-and-greets in order to raise consumer awareness of Sprout
- Developed concepts for promotional events, viral marketing and facilitated the development and approval process for creative collateral

- Published copy and worked with outside vendors to ensure timely distribution of marketing collateral, web banners and e-mail blasts
- Managed the review of affiliate promotional opportunities and Video On Demand customization for cable systems throughout the territory
- Maintained premiums inventory and worked with suppliers to achieve realistic costs and optimize budget expectations
- Analyzed data and followed trends on network's Facebook page in order to develop and execute strategies to drive more traffic to the site
- Provided support to the VP of Marketing and the VP of Communications including heavy phone, extensive travel arrangements, expense reports and a high volume calendar coordination

Marketing Assistant

05/2008 to 12/2008

Comcast – Versus Network

Philadelphia, PA

- Arranged sponsorships for national and regional trade shows, co-managed show budget and represented Versus at industry events
- Created and updated the Versus Facebook, YouTube and MySpace pages to promote our various brands
- Worked with Media Manager to oversee promotion allocation on Versus and Versus Country.com
- Managed additional daily field requests including research, marketing, programming and promotions
- Provided daily support to the VP of Marketing in both administrative and project management capacity

Regulatory Analyst

05/2007 to 05/2008

Comcast – Executive Support Line

Philadelphia, PA

- Reported data trend analysis that contributed to developing process improvements for the Executive Support Line (ESL), both internal and external
- Supported the Legal department through review and concurrence of regulatory and general correspondence
- Built and supported strong partnerships with regulatory organizations to resolve escalated corporate complaints within federal agencies guidelines

Executive Support Line Analyst

04/2006 to 05/2007

- Assisted and resolved complex escalated customer complaints consistently in a professional, efficient, and timely manner, as an established National Customer Service Liaison for the CEO and Senior Executives of Comcast Cable Communications
- Effectively communicated customer's concerns in order to facilitate successful resolutions and minimize repetitive occurrences

Education

ROWAN UNIVERSITY

Glassboro, New Jersey

Bachelor of the Arts in Communications & Broadcasting

May 2003

Computer Skills

Proficient in Microsoft Word, PowerPoint, Excel, Outlook, Access, Project, Adobe Photoshop, Google Analytics