

**Deborah Rosenkranz Totten**  
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## **SUMMARY**

A marketing and communications professional, and recent graduate of the University of Richmond Coding Bootcamp, experienced in connecting people with products ranging from credit cards to kindergarten, with several common threads throughout: strong work ethic, adeptness at juggling multiple projects, effective communication, and innovative problem solving. An energetic team player who loves achieving her goals—done well, on time, on budget (and with a sense of humor). Skillset: InDesign, Illustrator, Photoshop, Word, Excel, PowerPoint, HTML, CSS, Javascript, React, Node, JQuery, API, MySQL

## **OBJECTIVE**

Seeking an opportunity to expand my web development capabilities while also employing a wealth of other experience in the marketing and communications fields.

## **EXPERIENCE**

### **Collegiate School**

Richmond, VA

A highly competitive, independent school with over 1600 students and 400+ faculty and staff.

#### *Communications Coordinator, June 2017-Present*

Point person for email communication via the Blackbaud CMS. Generate lists, design, write, edit and deploy key internal and external messages (upwards of 200 a year). Monitor and update website content. Design collateral (e.g. invitations, flyers, postcards, posters). Improved team-wide organization, efficiency, accuracy and timeliness by creating and implementing a request, routing and tracking system. Created tools distributed school-wide, to improve brand and style adherence.

### **Rainbow Station**

Richmond, VA

A regional chain of preschools and school-age recreation facilities (one corporate school, with an enrollment of roughly 250 children, and eleven franchise schools, in four states).

#### *Marketing Manager, April 2014-June 2017*

Established a strategic annual marketing plan for five local schools, where none existed previously. Reduced the corporate marketing budget by 33% from year one to year two, while overall system revenue grew. Launched an initiative to improve Search Engine Optimization (SEO) and online reputation management--to take advantage of the powerful nature of parent referrals in feeding the schools' enrollment pipelines. Successfully planned, executed and presented at several large and complex events, including an annual franchise conference (met the challenge to reduce the cost of the conference by 50% from the year prior, while still meeting all strategic goals and maintaining attendee satisfaction). Collaborated with the web developer to refine and update the multiple school websites, as well as any new website development with the addition of new schools. Partnered with the corporate team to establish strategy and write content for an upgraded franchise development website, as well as served as the primary liaison between the corporate team, graphic designer and web developer. Wrote and helped to produce several promotional videos. Managed the corporate social media presence and consulted with all of the schools in the system on their social media strategy and management. Coached teachers and administrators at the schools on best practices for maintaining brand integrity. Learned Adobe InDesign in order to create marketing materials in-house. Developed strategy and provided content to external designers for highly visible, high-priority marketing materials. Produced branded newsletters templates on the Constant Contact platform and trained team members and franchisees to use the platform. Was repeatedly recruited to employ strong project management skills to assist with projects in other areas of the business, including franchise development.

### **Royall & Company (Now EAB)**

Richmond, VA

Direct marketing firm that partners with college and university admissions offices to help them achieve their enrollment goals.

*Strategic Leader, Nov. 2004-Dec. 2005*

Managed a team of eight people, including an art director, copywriter, web programmer, project manager, administrative assistant and two account managers. Established list strategy and creative direction for multiple large-scale mail campaigns, both email and paper mail. Developed strong relationships with clients through continual contact, strategic communication and careful nurturing. Advised colleges and universities about strategic enrollment practices, beyond direct marketing.

*Senior Account Manager, Aug. 2002-Nov. 2004*

Managed multiple direct marketing campaigns, both electronic and paper, to ensure timely and accurate deployments. Maintained friendly and productive client relationships. Served as the primary liaison between the clients and the information technology group in order to ensure timely and accurate deployments of programs.

**First North American National Bank (FNANB),**

Richmond, VA

*Marketing Analyst, Oct. 2000-Aug. 2002*

Managed, from inception to completion, direct marketing campaigns to an average of 1.5 million potential credit card customers. Through analysis and sound testing methodologies, structured campaigns to increase the rate of response, typically achieving as much as 10% over budgeted response rates. Managed vendor relationships with a continuous goal to improve quality and efficiency, which ultimately reduced production cost by 50% through vendor competition and research.

**Rainbow Station, Inc .**

Richmond, VA

*Administrative Assistant, May 1997-Oct. 2000*

## **EDUCATION**

Mary Washington College, May 1995  
Bachelor of Arts, Studio Art

Fredericksburg, VA

University of Richmond, April-Oct. 2018  
School of Professional and Continuing Studies  
Coding Boot Camp

Richmond, VA

## **OTHER INVOLVEMENT**

Glenburnie Civic Association, Jan. 2012-Dec. 2013  
*President*

Richmond, VA

American Marketing Association, Jan. 2017-Jan. 2018  
*Member & Volunteer "Greeter"*

Richmond, VA