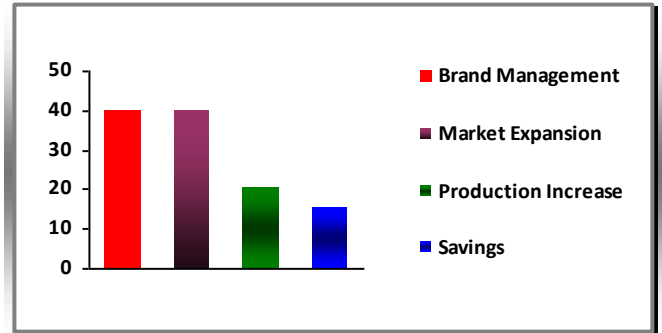


CLIENT NAME

123-456-7888 ♦ clientname@yahoo.com ♦ LinkedIn Address

MARKETING AND BUSINESS EXECUTIVE

Dynamic, versatile change-agent with 20+ years experience in all aspects of marketing; and proven track record of consistently driving growth on blue-chip brands in B-to-B channels; and the ability to understand company objectives and align both goals and objectives to deliver actionable results. Exceptional project management skills combined with proven ability to drive marketing strategy, manage and nurture talent, deliver sales growth, form strategic partnerships, and successfully implement and oversee complex projects. Superior strategist distinguished for proven leadership and team-building skills and excellent conflict resolution abilities. An expert at implementing processes that improve efficiency; accomplished in all areas of marketing from soup-to-nuts with keen ability to identify, build, and maintain key business relationships. Possess outstanding management skills that enhance productivity, and drive sustained organizational performance.



- **Strategic Visionary:** Develop, direct and execute strategy for corporate social media programs which have increased in fan base by 300% and engagement and reach by 5% over a 3-year period.
- **Seamless Market Expansion:** Expanded major cause marketing program, ING *Run For Something Better through Orange Laces* campaign and ING Kids Rock series which raised more than \$1.8 million dollars and has impacted over 200,000 students.
- **Project Management:** Spearheaded 3 year multi-million-dollar producer focused marketing program called *A Fresh Approach with MONEY, CNN* and the Financial Planning Association, which included print advertorials and video vignettes production.

PIVOTAL STRENGTHS & EXPERTISE

Strategic & Tactical Planning • New Business Development and Expansion • Negotiations • Market Research • Event Planning • Integrated Marketing Campaigns • Social Media Management • Exceptional Problem Solver • Talent Management • Cultural Sensitivity • Market Trends • Competitive Analysis
Brand Planning & Development • Channel Marketing • Consumer Insights • Product Development • Profit & Loss B2B/B2C Marketing • Organizational Roadmaps • Budgeting & Forecasting • Team Building & Leadership

PROFESSIONAL EXPERIENCE

ING U.S., (becoming Voya Financial in 2014), Atlanta, GA

2001-Present

Voya Financial is national financial institution which focuses on "retirement readiness," and serves the investment, insurance and retirement needs of its 13 million customers nationwide.

Head of Brand Activation, 2010-Present

Lead team of 4 managers responsible for planning and execution of multicultural, corporate marketing and Foundation events that **saved the company \$1.6 million** since taking responsibility for this role.

Key Accomplishments

- **Led and directed major rebranding initiative for ING** brand activation program including strategic partnerships, cause marketing programs and social media channels. Strategic planning initiatives included streamlining the timeline for specific changes and successfully capturing useful details about the target audience.
- **Developed, directed and activated strategy for ING sponsorship** which included the ING NYC Marathon, Miami Marathon and ING Hartford Marathon and ING Kids Rock series and strategic partnerships to increase brand awareness, drive brand preference and generate sales opportunities for ING business units which topped \$12 million of which 20% is accredited to sponsorship relationship.
- **Planned and managed budgets in excess of \$6 million.**

Client Name, Page 2

- Develop and execute 4-6 integrated marketing plans annually.
- Led implementation of social media middleware solution for enterprise which enables advisors to participate in social media in a compliant manner. This tool helps advisors become more efficient at making warm sales connections through their social networks.
- Developed and led cause-related marketing campaign for *ING Run For Something Better* which included full advertising launch and fund raising campaign. IRFSB program won an internal Circle of Honor Award and the Surgeon General's Healthy Youth for a Healthy Future Champion. IRFSB promotes community good will in its respective cities for increased presence and future business opportunities.
- Identify, develop and evaluate marketing strategies based on knowledge of company objectives and market trends

Cause Related Marketing Director, 2007-2010

- Developed and led cause-related marketing campaign for *ING Run For Something Better* which included full advertising launch and fund raising campaign. This program won an internal Circle of Honor Award and the Surgeon General's Healthy Youth for a Healthy Future Champion. Promotes community good will in its respective cities.

Key Accomplishments

- Launched national grant program initiative awarding a minimum of \$100,000 annually.
- Led all aspects of the program - charity creation, legal affairs, oversight, branding, fulfillment and business integration.

Advertising Campaign Manager, 2004-2007

- Managed and executed branding, online and offline trade and consumer advertising projects which resulted in multiple advertising awards such as the Atlanta AMY Awards and a silver and bronze Effie.

Marketing Manager/Project Manager, 2002-2004

Managed and executed corporate identity projects, online and offline trade and consumer advertising projects resulting in annual savings to the company in excess of \$150k.

Key Accomplishments

- Co-led ING Money Mentor project launch as part of 3 year multi-million-dollar media deal. Managed 25+ million dollar advertising and marketing budget.

Previous positions included Executive Assistant/Project Manager for ING; Technical Marketing Assistant and Technical Executive Assistant for Aon Financial Services, Inc.

EDUCATION

- **Executive MBA, Business(EMBA)**, J. Mack Robinson School of Business
- **Bachelor of Arts, English and Writing Marketing**, Georgia State University

PROFESSIONAL AFFILIATIONS

- American Marketing Association, Association of National Advertisers, Atlanta Interactive Marketing Association