

CAREER SUMMARY

Results-oriented professional with Bachelor's and Master's degrees in International Business and Marketing Management. Experience in business development, marketing, product/category management, branding, research and analysis, sales, advertising and business planning. Possesses a multi-national perspective with prior European work experience. Articulate and engaging, with excellent communication skills.

EDUCATION

MS, Marketing Management (Graduated with Distinction), *The University of Surrey*, Guildford, England **2010**

- Dissertation examined marketing issues such as consumer behavior, advertising, segmentation, and country of origin effect, utilizing primary and secondary research and data coding methods.

BS, Management & International Business, Minors in Italian and International Studies, *Penn State University*, University Park, PA **2005**

- Attended four-month program for developing foreign language skills and understanding the European business community at The Umbra Institute/Università per Stranieri in Perugia, Italy.

PROFESSIONAL EXPERIENCE

Independent Marketing Consultant, New York, NY **2012**

Partner with clients to develop and execute social media marketing and branding strategies, focusing on small businesses and startups.

Business Development Manager, *Rainmaker Consulting*, London, England **2011**

Account management & new business development for the consultancy arm of Intelligent New Business Group, an organization that assists international marketing/advertising companies in locating opportunities and winning new clients.

- Scouted new business leads for marketing agencies that led them to win new accounts across four continents.
- Researched the unique market relating to multiple clients across various industries.
- Brokered new business opportunities with senior decision makers in a strategic and issue related manner.
- Refined communications and sales skills both in writing and over the phone.
- Closely monitored business and trade media for relevant leads on behalf of each of my clients.
- Consistently hit and surpassed numeric monthly and weekly business targets.
- Ensured clients' reputations and brands were managed properly.

Account Coordinator, *Integrated Communications Corporation*, Parsippany, NJ **2007-2008**

Managed full-cycle work flow on four accounts for a pharmaceutical ad agency. Clients included Novartis, Ortho, and Johnson & Johnson.

- Worked on multiple product teams (strategies and action plans) and supervised day-to-day implementation activities.
- Oversaw the development and implementation of the strategic and tactical business communication plans.
- Facilitated the timely flow of client projects through Strategic, Copy, Art, Medical, and Production departments.
- Conducted daily status report briefings to an account team of twenty members including executives.
- Served as the primary point of contact for client enquiries and requests.
- Monitored campaigns and ensured campaign delivery on time.
- Received project briefs from clients and ensured that their desired marketing messages were communicated clearly.
- Adapted fully to a fast-paced, deadline-driven work environment and demonstrated the ability to work calmly under pressure.

Marketing Coordinator, *Villa Enterprises*, Morristown, NJ **2006-2007**

Managed a multitude of marketing and public relations functions for restaurant chain with over 400 locations in 38 states and 7 countries.

- Interacted with stores and franchisees to provide marketing material and to resolve operational problems.
- Managed public relations for the company including composing press releases and contacting industry media.
- Branded point-of-purchase material for multiple restaurant brands according to the distinctive positioning strategy of each.
- Built and nurtured relationships for the company by working with an ad agency and outside vendors routinely.
- Planned events and promotional material for a multiple day, off-site company convention.
- Contributed to new product development committee with a team of executives and assembled new product launch guides.
- Collaborated with an advertising agency to oversee the development and overhaul of a new company webpage.
- Managed multiple large-scale projects to a timetable and budget.
- Organized and compiled the company's quarterly internal newspaper.

SKILLS

Communication Skills – Excellent communication skills developed through interaction with clients, colleagues, customers, and executive management in a variety of roles and under diverse circumstances. Advanced Italian (speaking, reading, writing); basic Spanish.

Computer Skills - Proficient in Microsoft Word, Excel, PowerPoint, Outlook Express, Windows and Mac OSX. Knowledge of social media networks and SEO and SEM techniques.