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## **SUMMARY**

A determined marketing and sales professional with strong project management, creative and problem solving skills. Strong record in client service and revenue generation. Able to manage multiple simultaneous projects with high efficiency and accuracy. Adept at working independently or managing a team.

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## **SKILLS**

- Data and Marketing Association (DMA) Classes: Social CRM, Social Media Marketing and Copywriting
- *Computer:* Microsoft Word, Excel, PowerPoint, Publisher, Adobe Acrobat, Dreamweaver, CRM, and Encompass database

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## **PROFESSIONAL EXPERIENCE**

### **FREEDOM MORTGAGE CORPORATION, Mount Laurel, NJ**

*August 2016 – Present*

#### **Marketing Manager**

- Evaluates, assesses and manages marketing requests via SharePoint and Work Front as assigned
- Recommends optimal marketing solutions to satisfy business needs
- Develops strong relationships inclusive of consistent communications and provide ongoing training with Traditional Retail internal clients
- Develops and delivers creative briefs for design executions
- Proactively anticipates and plans for field needs based on division, location and geography
- Supports broad array of requests including marketing collateral, communications, content, web pages, training etc.
- Collaborates with Marketing Leadership and Project Manager, internal Corporate Marketing team of copywriters and designers, Legal/Compliance, Licensing, Product, Traditional Retail Sales and Operations teams
- Creates and manages launch campaigns for new marketing content

### **STERLING NATIONAL BANK – Residential Division, New York, NY**

*March 2013 – August 2016*

#### **Marketing Coordinator**

- Conducted trainings on Encompass CRM database
- Collaborated with freelance Graphic Designers to achieve select marketing initiatives
- Sourced and hired vendors for events and publishing marketing materials
- Managed all aspects of email/CRM and direct mail marketing initiatives for the branch
- Handled all databases with client and referral partner data and tracks all leads for Loan Officers
- Edited all printed promotional materials, as well as created graphics for events and training materials
- Managed, proofed and coordinated all staff bios, headshots and business cards
- Handled all direct marketing communications to prospects and clients
- Worked closely with all teams on cross channel marketing initiatives

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## **RELEVANT EXPERIENCE**

### **HILTON GRAND VACATIONS, New York, NY**

*May 2012 – November 2012*

#### **Marketing Coordinator**

### **METRO PCS COMMUNICATIONS, Hawthorne NY**

*December 2008 – April 2012*

#### **Account Service Representative**

- Won Blackberry Playbook for Most Rhapsody Activations-November 2011
- Winner of “Quick Start” activations contest with most activations from December 1-15, 2011
- Functioned in support of the indirect sales channel of wireless products for MetroPCS dealer stores and third-party retailer Best Buy in metropolitan Manhattan
- Provided feedback and motivation regarding sales results to store management, assisted with merchandising and special events, and aided the stores in resolving escalated customer/account issues when necessary
- Reversed declining store sales within 6 months by developing & implementing staff initiatives, creating an employee incentive program, and selling customer products
- Increased territory sales 20%; achieved 2nd highest sales volume in December 2009
- Won two sales incentive contests (March/May of 2009); ranked within the top 5 of highest attachment rates in March 2011 while directing third party retailers into the market

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## **EDUCATION**

- The University of Scranton - Masters of Business Administration – Marketing *Expected December 2017*
- City College of New York - BA Mass Communications- Advertising /PR *2008*