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Senior level Marketing Communications professional with strategic mindset balanced with action-oriented attitude. Extensive expertise in branding, development of integrated marketing programs, digital innovation, social media and media planning, research, creative development and product/service launches. Analytical yet innovative in approach, resulting in impactful communications with measurable results.

Top Ten Ad Agency and Fortune 500 marketing management experience where best practices have been honed across several industries, including healthcare. Adept at harnessing and leveraging assets to differentiate and position companies, thereby helping them attain business objectives across multiple channels. A proactive leader with outstanding presentation and written communication skills.

THE MARKETING Department, Canton, OH 6/11 -- Present

Freelance Marketing consultant for local, regional and national companies with exceptional growth and ROI objectives

- Produced strategic plans, introduced new products; conceived branding, PR and ad campaigns for consumer and business-to-business clients including Mitchell Bank, Big Pots & Pans Company, Excellence in Software Corporation, Jones Hospice Network, Proctor & Gamble, Columbus Symphony, General Motors and others.
- Designed impactful programs with limited budgets, including effective digital and print media negotiation which earned value-added items to achieve more exposure via editorial or promotional placement.
- Negotiated a 20% increase in ad impressions for both Big Pots & Pans and Excellence in Software nationally, without an increase in their media budgets.
- Created PR, promotions and special events designed to set clients apart in their industries: e.g. brown bag lunches with Columbus Symphony to increase exposure to classical music; garnered broadcast and print media exposure for Jones Hospice Network "Be a Good Samaritan" program, significantly increasing their donations; worked with a local coffee roaster to create a coffee blend named "Headhunter Hills" to promote a nearby multifamily development being marketed.
- Positioned the management of the local Jones Hospice Network as the "go-to" resource for information on issues impacting the terminally ill, thereby increasing the visibility and credibility of this company and its mission.

Wallach Wolman Ad Agency, Columbus, OH 8/05 – 6/11

Largest Independent Advertising Agency in Ohio with revenue of \$350M and three offices.

Account Supervisor (8/08 – 6/11)

- Directed the integrated marketing programs for three divisions of Thibbot Fabrics, a leader in upscale textile manufacturing for consumer and industrial products.
- Wrote and managed execution of annual, national marketing communications plans that resulted in number one market share position in several product categories – Furniture, Awning and Marine products.
- Spearheaded the rebranding of Thibbot for their 75th anniversary, creating a comprehensive communications program that generated buzz in consumer home furnishings and design circles internationally.
- Led a team of ten in creative, PR, research (primary and secondary), media and digital projects.
- Revamped website, created digital marketing program segmented by target market and monitored their performance, adjusting tactics as needed.

- Conducted market research for the Furniture division, resulting in an award-winning shift in creative direction.
- Implemented social media strategies to increase brand awareness, as well as position Thibbot's Design Director as an expert to furniture and interior design professionals.
- Recommended mobile media strategies to give interior designers access to the fabric showroom and locate "Where to Buy" information while with clients.

Senior Account Manager (8/05 – 8/08)

- Led the marketing efforts for Huge Health System, ABC Software Company and XYZ Dental Equipment.
- Researched, developed and managed implementation of annual integrated marketing communications plans.
- Designated as outsourced Marketing Director for ABC Paint Company, becoming a critical member of their management team responsible for introducing their Microsoft product offerings.
- Integral member of very successful new business team.
- Working with the Hospital Administrator, rebranded Huge Health System, a consortium of hospitals and healthcare facilities in Central Ohio. Conducted primary consumer and business research prior to developing a new positioning and strategic plan for the organization, and the creation of an integrated marketing communications plan including an ad campaign, public relations and media plan. Award-winning campaign was comprised of TV, radio, print, direct marketing and outdoor media.
- Developed an integrated marketing communications plan and national trade campaign for XYZ Dental Equipment, one of the largest dental equipment manufacturers and suppliers in the world. Print, direct mail, online and collateral targeted to dentists, as well as trade show support, were part of this initiative that gave an approachable personality to this industry giant.

The Robert Redbird Agency, Cincinnati, OH 1/02 – 7/05

Integrated Marketing Agency with \$100M in revenue and two offices.

Vice President, Account Supervisor

- Co-managed the \$30million Enormous Regional Bank advertising account.
- Provided leadership, directed strategic marketing efforts for Deposit, Loan, Credit Card, Investment, Mortgage, Merger and Branch product groups.
- Launched national, proprietary mutual funds, resulting in \$12 million in incremental assets in less than one year.

NATIONAL BANK, Los Angeles, CA 6/98 – 12/01

Vice President, Advertising

- Supervised \$4 million advertising program of the 2nd largest bank in California.
- Directed general market and ethnic advertising agencies in development of TV, radio, print, direct mail and collateral advertising.
- Led campaigns for debit card introduction, credit card rewards programs, grocery store branches and merchandising.
- Rolled out the bank's proprietary mutual funds and affluent client programs.
- Crafted direct mail program with response rates of 9%, resulting in \$4.5 million in new balances.
- Improved and managed two customer newsletters, increasing readership.

CONSULTANT, Boston & Los Angeles 9/95 – 6/98

- Conceived marketing plans, creative campaigns, media plans and promotional strategies for small-mid-sized companies and organizations, including Boston Memorial Hospital, Large Hotel Chain and DEF Communications.

- Developed a successful physician referral program for Boston Memorial Hospital. Campaign included direct mail, print and a revamping of the internal referral system, resulting in an increase in physician caseloads.

Cramer & Smythe Advertising, Los Angeles CA 2/91 – 9/95

Account Supervisor

- Led the franchise development program for Mohawk Clothing & Shoe, working with client's senior management to produce a franchise and operations manual for a turnkey operation.
- Promoted to the position of managing Mohawk's \$5 million national advertising account, encompassing TV, radio, print and collateral.

SWHA (South West Hospital Association), Los Angeles CA 9/88 – 2/91

Advertising Director

- Managed the development, planning and execution of advertising campaigns for 43 hospitals, from rural community hospitals to large, acute-care facilities throughout the South West. Campaigns involved TV, radio, print, collateral and direct mail.
- Spent significant time in the field performing SWOTs on each facility to help them assess the best approach for marketing their facilities, as well as areas for improvement. Competitive analysis was an important part of this process.
- Developed a customized marketing plan for each hospital, breaking down their services into distinct lines, with discrete target markets, such as Maternity Care, Emergency Services, Elective Surgery, Outpatient Services, Pain Management, Physician Referral, Home Health Services, Urgent Care, Sports Medicine, Pediatrics and Wellness.
- Orchestrated ad agency reviews, initiated market research, evaluated and improved existing external and internal communication programs to ensure a consistent brand message throughout each facility or group of facilities
- Key member of the team that developed the corporate branding plan for these 43 hospitals, working with Landor & Associates, after rapid acquisition of several facilities across the country. Involved SWOT with AMI senior management, input meetings with regions and the subsequent selling of the brand plan internally upon completion.
- Centralized advertising campaigns to increase quality and cost-efficiency, resulting in a national, award-winning campaign. Worked with Ogilvy & Mather in development of this campaign, which included TV, radio, print, direct mail, collateral and outdoor. Developed a communications strategy to introduce the new brand to hospital administrators and staff.

BULLOCK'S DEPARTMENT STORES, Los Angeles, CA 4/85-9/88

Marketing Manager

- Developed and led centralized Corporate Marketing Department for a major Federated Department Store chain.
- Researched trends and wrote marketing plans for all merchandise divisions and market areas.
- Strategic planning of sales events and co-op promotions, then updated as competitive landscape and markets changed.
- Directed general market and Hispanic advertising agencies, creating L.A.'s first multilingual ad campaign by a department store.
- Developed various shop concepts, earning \$250,000-\$1,000,000 in incremental sales.
- Created successful, proprietary direct mail strategy which increased sales and saved money.

OGILVY & MATHER ADVERTISING, Los Angeles, CA 7/82 – 4/85

Media Planning Supervisor (promoted from Media Buyer/Planner)

- Analysis, planning, presentation and development of broadcast and print media for Major Toy Company and Major Toy Company Electronics.

- Supervised the two flagship product lines as well as the corporate budget allocation of \$25 million.
- Partnered closely with product management, directing the ad planning for 15 new product introductions over two years.
- Prepared and presented 25 brand reviews annually to senior management.

EDUCATION

Boston University. Boston, MA

B.A. Journalism, Advertising emphasis with minor in Russian Literature, 6/82

Completed Accounting, Photography and graduate level Marketing and Organizational Development courses at USC. Graduated with Honors from the School of Bank Marketing at the University of Colorado/Boulder; marketing plan published by the Bank Marketing Association.