

MARIE R. (STONESTREET) BROYER

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MARKETING COMMUNICATIONS CAREER SUMMARY

Dynamic results driven marketing communications management professional with over a decade of proven track records providing comprehensive product and service (BTB/BTC) strategic campaign planning and increasing revenue growth. Highly versified expert in all aspects of marketing communications including: content development, graphic design, revenue generation, promotions, customer acquisition and retention, internal/external team management communications, training, campaign development and execution, and global brand awareness recognition.

•> SKILLS & KEY STRENGTHS <•

- Target Market Campaign Strategies
- Internal/External Client Relationships
- Leadership and Positive Team Building
- Revenue Growth and Client Retention
- Project/Content Management
- Market Research and Data Analysis
- Internal/External Client Training
- Budget Management
- Meet and Exceed Schedule Deadlines
- Digital Advertising and Online Marketing
- Graphic Design for Multiple Platforms
- Top Down Department Communication

•> WORK EXPERIENCE <•

USI Consultants, Inc. | Marketing Communications and Graphic Design Manager | Indianapolis, IN | 2014 – 2016

- > Spearheaded branding strategy launch including: identity, **content generation**, collateral, and strategic business development campaigns utilizing print and vital digital media drivers – **increasing state-wide brand awareness by 85%**, during a state-wide economic downturn
- > Boosted RFP opportunity to win success rates within 9 months and substantially exceeded revenue quota 50-500% over prior year
- > Implemented geo-targeted e-mail marketing campaigns, successfully exceeding service industry performance rates including: 15+% open, 4+% click through, and 40% lead rate conversion
- > Built and increased **social media** response rates, traffic, impressions, and **metrics** across various platforms 40-60% over prior year
- > Organize and **design** high-level marketing communication strategic campaign plans within key target accounts and fixed budgets
- > Designed and programmed new corporate UX/UI web-site including, but not limited to: dashboards, **content editing**, Google analytics, search engine optimization and marketing (SEO/SEM), AdWords, content, **photography**, media and client portals, and landing pages

Horner Automation Group (Horner APG) | Marketing Communications Manager | Indianapolis, IN | 2013 – 2014

- > Initiated, directed, and launched 3 Horner APG division(s) global re-branding campaigns utilizing strategic marketing communications programs comprising of: E-mail, web-site development, search engine optimization and marketing (SEO/SEM), content generation, **social media**, **promotions**, Pay Per Click (PPC), AdWords, mobile, **events**, **video**, **publications**, and collateral
- > Planned vital marketing campaigns and increased product revenue and global brand awareness of division lines 78% over prior year; in turn, grew customer base and return on investment (ROI) throughout sales distribution channels
- > **Refined communication processes** from executive teams to global product development and decreased product launch timelines by 40%
- > Designed and executed all sales support materials for Horner global divisions including: websites, **content editing**, SEO/SEM, PPC, AdWords, analytics, E-commerce, **social strategies**, mobile, point of purchase (POP), **exhibit displays**, and global branding

BioStorage Technologies, Inc. | Global Marketing Specialist | Indianapolis, IN | 2012 – 2013

- > Directed all key strategic corporate brand initiatives throughout 3 global operations and 2 start-up operations – increased brand recognition throughout the pharmaceutical industry
- > Improved global marketing team communication to international sales, enhanced RFP's, **quantified event metrics**, and increased ROI by 30%
- > Created high-level strategic market plans that contained: conceptual design, digital global program implementation, **media schedules**, and **cost containment marketing budget strategies**
- > Initiated the creative execution of the global website comprised of design, **content editing**, SEO, PPC, AdWords, analytics, and **digital events**
- > **Negotiated subcontractor budgets and timeline contracts** - ensured campaign materials were on-schedule and in-budget

APTEAN (Consona Corporation) | Marketing Communications Manager | Indianapolis, IN | 2011 – 2012

- > Accelerated the launch of numerous fast-tracked ERP software products through strategic marketing campaigns comprised of multi-channel media including: **E-mail**, **print**, **direct mail**, **exhibits**, **presentations**, pay per click (PPC), search engine optimization and marketing (SEO/SEM), AdWords, **social media**, **content management**, **public relations**, and **video**
- > Evaluated target client verticals – increased the sales funnel conversion rate 2-5+% Y.O.Y within multi-million dollar software product lines
- > Strengthened design, reduced costs, and expedited marketing material production timelines
- > Lead and coached a team of sales development representatives and utilized strategic marketing plans and standard operation procedures (SOP's); therefore, increased lead generation rates by 55%

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•> WORK EXPERIENCE - CONTINUED <•

Clear Channel Outdoor | Marketing Director and Digital Network Manager | Indianapolis, IN | 1/2010 – 8/2011

- > Initiated and developed multi-channel marketing promotion plans that increased annual division product revenue 7-57%
- > **Implemented media mix educational training plans** - increased overall awareness of the digital outdoor footprint in national markets
- > Lead communication and coordination with 9+ account executives through **identifying geo-targeted client needs and market research**
- > Maximized client media spending and demographical coverage - provided the best R&F and ROI in local and national markets
- > Communicated with clients to develop and executed vital content for **press releases, testimonials, and case studies**
- > Evaluated weekly revenue reports – examined net booked on business over prior year to forecast marketing objectives
- > Directed the cost containment analysis of marketing budgets for events, seminars, and promotions; in turn, saved valuable dollars to increase marketing programs
- > **Designed traditional and dynamic digital outdoor media campaigns** for (BTC) clients – increased client retention and boosted department profitability by 75%

•> TECHNOLOGICAL SKILLS (MAC/PC) PLATFORMS <•

<u>DESIGN</u>	<u>SALES & MARKETING</u>	<u>ADMINISTRATIVE</u>	<u>PROGRAMMING</u>
· QuarkXpress	· Scarborough Research	· Nielsen	· HTML 5
· Adobe Creative Cloud	· TAB Eyes on Ratings	· eTelmar	· XML · CSS
· Outdoor Connect	· National Census Data	· Tops4Tab	· ASP/ASP.NET
· Camtasia Studio	· Quattro	· GoToMeeting	· SQL Databases · jQuery
· Live Studio	· Kantar Media Spending	· Salesforce.com	· CMS · PHP · RSS Feeds
· Autodesk		· Ajera	

•> EDUCATION <•

UNIVERSITY OF SOUTHERN INDIANA | 5/2000 | Evansville, IN
(BS) Bachelor of Science in Liberal Arts | **Major:** Advertising and Public Relations | **Minor:** Graphic Design and Marketing
Honors Graduate: Cum Laude

BALL STATE UNIVERSITY | 1999 | Muncie, IN
Field of Study: Literature and Advanced Composition

EXTENDED EDUCATION AND PROFESSIONAL DEVELOPMENT

National Seminars Copywriter's Conference and Certification | 9/2015 | Indianapolis, IN
Certification: 8 Hours Professional Development