

## PROFESSIONAL EXPERIENCE

**PROFILE:** Marketing professional with 20 years proven experience in managing all aspects of marketing initiatives from development through execution. Results-oriented team leader focused on building brands and driving new business, with a creative approach. Strategist, with success in managing high-impact campaigns and promotions.

### **MARKETING MANAGER: Comcast Spotlight, Inc. - Conshohocken, Pa**

**11/06 - Present**

Manage the marketing, event and client retention activity for (11) offices in the Philadelphia DMA (70 Account Executives/11 Sales Managers/4 Directors). Support \$52M in local ad sales revenue.

- Develop and execute annual marketing plans; present initiatives and communicate updates
- Strategize with Senior Leaders to identify B2B ventures and develop plans/action to secure the business
- Drive new business by implementing Comcast Spotlight branded advertising strategies across multiple media platforms
- Manage the market's operating budget reporting short and long-term forecasts and plans
- Create and support client retention and acquisition programs annually
- Collaborate with Research and Interactive departments to write/design collateral and capability materials
- Direct in-market event planning efforts including timeline, logistics, venue research, contract negotiations, communication, talent coordination and décor
- Research, plan and execute travel arrangements for unique client experiences as part of a VIP Appreciation Program
- Develop the marketing team by mentoring, training and managing against set goals

#### **Key Account Development:**

- Offer expertise on ways clients can maximize investment and create brand consistency across our multiplatform advertising platforms
- Research, develop and pitch marketing and promotional programs to current and prospect accounts to secure incremental revenue
- Leverage cable network brand assets to deliver interactive consumer promotions and experiential on-site events
- Monitor sales activity to identify advertiser current and future needs; examining competition for share opportunities

### **MARKETING SUPERVISOR: Comcast Spotlight, Inc. / T62 - Mt. Laurel, NJ**

**4/03 - 11/06**

Managed the marketing and promotional activity for (6) New Jersey and Delaware area sales teams (38 Account Executives/6 Sales Managers). Support sales to reach \$25M budget in local ad sales revenue.

- Developed marketing and promotional campaigns to generate new advertising dollars
- Customized promotions to align with advertiser needs (sweepstakes, consumer incentive programs, sponsorships and on-site events)
- Built and maintained synergies with affiliate network reps for local marketing needs
- Developed third-party and non-profit partnerships to offer advertisers local/community focused campaigns
- Accompanied Account Executives on sales calls to present promotional opportunities
- Managed area marketing budget and B2B efforts within territory
- Surveyed brand integrity by measuring, enhancing and enriching the position and image of a company
- Planned and executed client and employee events

#### **T62: Telemundo - Philadelphia, Pa**

Led the marketing, sales promotion and brand management for T62: Telemundo-Philadelphia during a 3-year Comcast Spotlight partnership agreement (5 Account Executives/1 Sales Manager).

- Absorbed marketing responsibilities surrounding the ad sales management of Philadelphia's Telemundo WWSI Broadcast Network
- Introduced new ways to market and sell the Telemundo brand to local advertisers
- Designed on-air and event-driven promotional programs to generate incremental revenue

**MARKETING COORDINATOR: Comcast Spotlight, Inc. - Turnersville, NJ**

**10/01 - 4/03**

Supported the marketing and promotional efforts for (4) Southern New Jersey and Delaware area sales teams. (29 Account Executives/5 Sales Managers). Supported sales to reach \$12M budget in local ad sales revenue.

- Built relationships with cable networks and community partners to develop promotions and events for local advertisers
- Accompany Account Executives on advertiser calls to pitch marketing programs
- Compiled, organized and distributed marketing materials to sales teams
- Scripted and produced 30-second promotional TV spots
- Set a new standard for promotional sales throughout territory

**SALES COORDINATOR: Greater Philadelphia Radio Group - Bala Cynwyd, Pa**

**9/95 - 10/01**

Supported the Marketing Director, Director of Business Development and NTR sales team in generating revenue in non-traditional radio sales (8 Account Managers).

- Planned and executed promotional and corporate events for (4) Philadelphia stations (WMMR, WMGK, WXXM and WPEN)
- Responsible for executing experiential marketing programs and events for the station brands
- Designed company literature including sales proposals, media kits and recaps
- Developed and administered the billing process for all non-traditional radio sales

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**EDUCATION & PROFESSIONAL TRAINING**

Develop industry and professional knowledge by attending educational workshops; reviewing relevant publications; establishing personal networks and participating in professional organizations:

- Comcast University: Facilitative Leadership Series / Leading with Inclusion / Coaching / The Business of Comcast/ Leading with a Competitive Edge
- WICT: On Demand 2015
- Comcast Spotlight: Women in Leadership - 2009 Graduate

**Formal Education:**

- Drexel University, Philadelphia, Pa: 1995-1998
- Camden County Community College, Blackwood, NJ: 1993-1995

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**COMMUNITY LEADERSHIP & VOLUNTEERING**

Member: Women in Cable Television/Philadelphia Advertising Club/Multiple Chamber Organizations  
Fundraising Lead: Bottino Mud Run for Cancer Research and Distributing Dignity for Women in Need  
Co-Chair: Comcast Spotlight Running "Club 'The Running Spots' (benefiting several charities)

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**AWARDS AND RECOGNITION**

Comcast Spotlight G.E.M. Achievement Award: 2015; 2014; 2013; 2012; 2008  
Comcast Spotlight: "On the Spot" Leadership Award: 2012; 2007  
Cable Advertising Bureau Awards: Winner - Retail Sales Achievement: 2010  
Cable Advertising Bureau Awards: Finalist - MSO Promotion / Sales Achievement: 2007; 2006; 2005; 2002  
Comcast Spotlight: Award of Distinction: 2004  
Comcast Advertising Sales: Rising Star Award: 2002