

POLLY PROFESSIONAL

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SUMMARY: MARKETING, E-COMMERCE, DIRECT MARKETING, SALES, PRODUCT MANAGEMENT

Marketing professional with proven ability to manage, delegate, and streamline processes. Experience in marketing, business to consumer social media & direct marketing and product management. Strong team player with the ability to multi-task in a fast paced environment, collaborates effectively across corporate lines, as well as support numerous internal and external client groups.

PROFESSIONAL EXPERIENCE

HOLISTIC WELLNESS COMPANY, Loveland, OH **20XX-present**
Holistic Wellness organization providing education and high quality products on-line and via targeted events.

Marketing, Office & Customer Relations Manager

Manage customer communication, electronic commerce, product information, product education & fulfillment process.

- Provide strategy support with owner to launch, target, and grow start-up electronic commerce site.
- Manage electronic customer communication through social media networks, e-newsletters and blog to 1K + customers. Communication open rate is greater than 25% above industry average.
- Collaborate with dynamic e-commerce provider to create & modify product descriptions, newsletter posts, and informational articles.
- Manage customer fulfillment process for purchased items and attend networking functions to promote business locally.

OWNER/INDEPENDENT INSURANCE AGENT, West Chester, OH **20XX-present**
Independent Insurance Sales Agent focusing on Senior Healthcare products.

Owner

- Establish growing business targeting insurance products to the senior population.
- Partner with 5 major insurance providers to sell designated products using lead management system.
- Conduct sales presentations providing product benefits of the most respected insurance companies. 90% close ratio with new clients and maintain greater than 90% of existing client base year over year.
- Analyze potential client's needs to recommend proper product line.

LOCAL CONSTRUCTION COMPANY, Cincinnati, OH **20XX-20XX**
National company providing innovative solutions for new or existing structures and sites.

Contract Position through OfficeTeam: Product Marketing Specialist

Provided marketing support for innovative drainage/sanitary pipe product and Truss product.

- Management of direct mail programs targeting drainage and bridge prospects.
- Provided internal website support to communicate product information to sales team.
- Sales lead support which included determining eligibility of prospects from external construction management database and update of Customer Management System with qualified leads.

PROVIDENCE BANK, Cincinnati, OH **20XX-20XX**
Regional Financial institution providing business and consumer financial products.

BankCard Product Manager

Managed life cycle efforts for consumer credit card portfolio.

- Managed Customer Relationship Management activities, including direct mail, consisting of value-added products, convenience checks, and fee income opportunities.
- Communicated product enhancements and automated sales procedures to Retail Branches and customer contact areas.

FORTUNE 500 COMPANY CONSUMER FINANCE, Mason, OH**20XX-20XX***A multi-faceted industry leader in credit services that sets the standard in growth and profitability.***Direct Marketing Manager**

Managed direct marketing acquisition and life cycle efforts for Consumer Finance private label clients.

- Managed acquisition, lifecycle, and collateral production efforts 7 specialty retail clients served by GE. Recommended lifecycle programs to customers resulting in a 30% reduction in attrition from prior year and \$46M in saved sales.
- Key contributor on the launch of the Co-branded MasterCard Product. Managed 3 program re-launches transitioning clients from a private label credit card to a co-branded MasterCard. Results generated greater than 20% response rate and 6.8M incremental sales.
- Collaborated with specialty retailer to launch credit card targeted toward youth. Contributions included product design, consumer communication, legal approval, and collateral design.
- Managed re-launch of 2 key specialty credit card programs which included credit card reissue to 1M customers. Through customer targeting exceeded client goals and response rate.
- Assumed additional responsibility to assist in non-client assigned retailers to boost acquisition efforts. Expanding product range and responsibilities for future special projects. Provided key support for newly acquired specialty retail program.
- Partnered with marketing managers, client and internal groups to recommend and implement in-store acquisition programs, store associate training programs and contests to boost new account growth. Results during program reflected a 20% increase over same period applications. Sustained growth after contest resulted in a 5% increase in overall new account volume.

US BANK (formerly Star Banc Corporation), Cincinnati, OH**19XX-20XX***Regional Financial institution providing business and consumer financial products.***Assistant Vice President, Credit Card Marketing Manager**

- Managed a team of four marketing and customer service professionals, to grow credit card portfolio from \$40M in receivables to 264M in receivables.
- Recommended and managed vendor selection for acquisition and customer relationship management. Worked with third party to analyze recommended modeling strategies.
- Assumed management responsibility for third party customer service provider greater than 60 representatives, including managing transition from internal group to external customer service provider; product training; contract negotiation and leading a team of individuals to enhance and recommend additional functionality.

FIFTH THIRD BANK, Cincinnati, OH**19XX-19XX***Regional Financial institution providing business and consumer financial products.***Manager Electronic Access Card Products & Deposit Product Manager**

- Managed the development and implementation of marketing and sales programs for Visa Check Card product. Assumed responsibility for major program.
- Managed checking, savings, certificates of deposit and safe deposit products which included analyzing competitive data, suggesting recommendations for pricing resulting in approximately \$500,000 income annually and product strategies and monitoring weekly account volumes and balance information.
- Provided conversion and retention strategies for deposit customers in four bank acquisitions.

EDUCATION

Bachelor of Science in Business Administration - Marketing | Xavier University, Cincinnati, OH

PROFESSIONAL DEVELOPMENT

Life, Health & Annuities License; Six Sigma Greenbelt Certified; Direct Marketing Association Basic Institute; Creating Customer Value; Introduction to SAS; WordPress; Facebook Marketing; Microsoft Office