

resume for

MARY BROWNING

address

710 Calapooia St, SW
Albany, OR 97321

tel 541.979.0299

email mary@manyhatsmktg.com

url www.manyhatsmktg.com

Profile

A strategic marketing pro, who has consistently demonstrated agility and innovative thinking in the development and execution of launches, programs and campaigns – driving results for fast-paced start-ups to global F-100 companies.

Experience launching companies, products and developing brands leveraging both traditional and online tactics. Ability to synthesize and translate marketplace and customer data into actionable strategies and tactical initiatives.

A thought leader that plays well with others; communicates with all levels of an organization, learns from colleagues and contributes to their thinking, and is a desired and requested team member. Works well with inside and outside creative resources.

Skilled at both with emerging innovative companies with limited resources and direct hands-on requirements, to successfully negotiating the complexities of distributed corporate environments, where the ability influence rather than direct control is required.

Expertise

- B2B/B2C online & traditional marketing
- Integrated Marketing Communications
- Message management/positioning
- Company & product launches
- Market research & segmentation
- Media & analyst relations
- Budget management - to \$25M-USD
- Websites design, SEO, graphics, messaging & copy
- Social and mobile marketing, lead generation, email marketing, webinars, and affiliate marketing
- Traditional advertising, collateral, promotion, packaging and trade shows
- Retail, direct and distribution channels
- Marketing department and agency/vendor management

Experience

Consultant, Many Hats Mktg Albany, Feb 2010 to Present

Many Hats Marketing works with start-up or small business owners who struggle with identifying, creating and executing high impact, effective, and measurable marketing strategies and tactics to maximize budgets and results. Clients include a variety of traditional and online businesses ranging from online gaming, craft distilleries, manufacturing, HR, retail, intellectual property and personal care. Written numerous documents, including RFQ/RFI's, proposals, marketing plans, advertisements, press releases, presentations, website content, newsletters, blogs, posts, tweets and executive correspondence. Designed websites, landing and Facebook pages, blogger outreach programs, brand identities & logos, advertisements and collateral. Delivered website analysis and evaluation with practical recommendations for website improvements including site usability, accessibility and search engine optimization. Provided competitive assessment, target customer definition, messaging, and design recommendations.

Go to Marketing Presenter for LBCC Start Up Business classes. Stephen Fuller, Instructor *"First that was a great presentation, and you completely covered all aspects of marketing for a start up business. What I most liked is how up to date and current your information was. I can't think of a subject of marketing you didn't cover, including print media, brochures, web, social, logo's, names, web sites, web searches, colors, font's, and on and on. You are a definite gold mine as a session speaker."*

Marketing Director, InsightsNow, Inc Corvallis, OR 2008-2010

Sensory Product Research Firm - Food & Beverage Segment of CPG Industry. Developed and conducted first Voice of the Consumer research and brand audit; presented findings to Board of Directors. Wrote and implemented annual marketing plans that resulted in the company consistently outperforming the industry, during a two year period that also effected the recession-proof CPG industry. Redefined client-facing proposals, presentations and sales tools, created distinctive messaging and touch-point strategy including e-newsletters, webinar series with less than 25% no-show, exhibits, lunch-n-learn events and white papers.

Marketing/PR Director, UnWiredNation Austin, TX 2005-2008

Mobile marketing startup doing permission-based, out-bound notifications for online dating, eBay and mobile notifications marketplaces. Conducted consumer, product concept testing and customer satisfaction research. Drove online subscriber acquisition program that generated 10,000 new users a month - Developed marketing plan dubbed by Board as the most sophisticated and effective plan they had seen for an early stage company. Design and wrote all website content. Developed audio advertising

MARY BROWNING

program that generated 9 to 25% CTR for ads played during mobile phone calls. Wrote and produced commercials and CTR-reports. Banner advertising on eBay generated .05% CTR and 16% conversion rate through source-linked landing pages. Implemented Keyword and SEO programs. Wrote customer persona's based on market and customer research. Created strategy and product introduction activities including PR agency review and selection, presentations at DEMO-fall, exhibit at eBay Live conference and a blogger campaign generating over 60 stories in less than 10 days.

Marketing Consultant, Austin, TX 2001-2005

Provided Marketing and Communications support for clients that included CPG products and software companies. Served as on-call Creative Officer for Pembroke Network, a virtual PR agency in Seattle. Wrote marketing plans including product definition, positioning/branding, target audience, revenue forecast, pricing strategy and launch planning. Event planning included CES and E3 conferences. Managed 2 new product launches and served as PR spokesperson for digital media software application for Sony Playstation 2 generating over 50 stories. Conducted PR agency review and selection for healthcare company. Provided marketing strategy assistance including creative brief development, message and branding advice. Developed Marketing-in-a-box (checklists, guidelines, worksheets and tutorials) for software company.

Director Corporate Marketing, NewHomeSource Austin, TX 2000-2001

On startup team for online new home sales website funded by a consortium of US homebuilders. Developed and executed company launch which resulted in coverage well over 100 stories and coverage in Wall Street Journal. Worked with homebuilders on co-marketing programs. Created newhomesource.com name worked with graphic design on logo and creative agency of branding materials and wrote creative brief for e-Commerce website. Developed and executed "carpet bombing" direct mail program targeting C-level titles raising \$14M Series A funding.

Additional Experience

Senior Marketing Strategy & Management for several high profile technology startups, established Fortune 500 corporations, and retail fashion establishments. Companies include Intel, Central Point Software, EasyStreet, Tivoli/IBM, and Applied Science Fiction. Created Champions Programs leveraging influential analysts, editors and industry insiders - executed "unexpected endorser" strategy generating coverage in 150 publications including Business Week, New York Times, Forbes and WSJ. Developed brand names SatisFAXtion, EasyStreet, Digital ICE, Digital ROC, Digital GEM and Digital ICE3. Managed worldwide advertising and product launches. Directly managed internal teams and outside agencies in brand management, corporate identity, packaging design, integrated marketing communications, graphic design, advertising, and public relations. Managed all aspects of participate in Comdex, Photokina, DTP shows, corporate sales training and customer events. Work with CPG manufacturers and partners (Nikon, Kodak, Minolta, HP, GMAC, eBay and Microsoft) to coordinate product launches and the consistent use of brands & messages. Create brand strategy and naming. Developed award winning national and global advertising campaigns that increased positive impression of company by 9% in six months. Direct response/brand advertising achieved a 10 to 30% inquiry/sales conversion ratio. Agencies included Olgivy & Mather, Anderson Lembke, Chiat Day, Dahlin Smith White, Manning Selvage & Lee, Cole & Weber, Launch Squad and JHA Advertising. Created worldwide simultaneous introduction strategy, branding, and integrated communications plan for entry into networking market with 14 new products. Managed message integration across 6 product groups in 3 states. Developed fully integrated marketing communications retail launch plan working with 4 agencies (ad, pr and creative)- increased 3X retail store penetration and consumer demand by 4X over previous generation product. Received Corporate Achievement Award.

Education

Undergrad Studies with a concentration in Fine Arts and Journalism – Lewis-Clark State College

Eugene Art School – Graphic Design/Fashion Illustration

Undergrad Studies with a concentration in Fine Arts & English Literature – Lane Community College

Skills

Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite (Illustrator, Photoshop, InDesign), Apple iWork (Pages, Keynote, Numbers), Wordpress