

Claudia McKenzie
(818) 555-5555
ClaudiaMcK231@gmail.com

COMMUNICATIONS MANAGER

SUMMARY

Articulate and persuasive manager with 6+ years of leadership experience in marketing and customer service. Creative and team-oriented, with proven ability to think strategically to achieve extraordinary results. Adaptable, resourceful, and goal-oriented. Versed in modern and contemporary art. MS Office, Constant Contact, Adobe CC. Fluent in Spanish.

EXPERIENCE SUMMARY

Communications | Customer Service

Developed a customer service 'guidebook' that reduced redundancies and expedited customer response time.

Marketing & Public Relations

Developed and marketed programs resulting in 42% in increased sales.

Project Management

Managed all logistical aspects of senior-executives summit, achieving a 106% increase in attendance.

Leadership & Organizational Development

Saved \$2.5M in operational costs by spearheading company electronic communications initiative.

I would recommend Claudia in any role involving marketing and communications but more broadly where high energy and creative solutions are keys to success.

—Jim Madden, Director of Sales, The Power Group

EMPLOYMENT

Marketing Manager | The Power Group | Los Angeles, CA, 2014—present

A full-service, turnkey marketing agency that provides performance improvement programs from mid-size to Fortune 500 clients, including Mattel Inc., Dole Food Co., and Tutor Perini. Revenues of \$10M.

Created lead-generation initiatives that resulted in \$3M+ increase in annual revenue

Created marketing collateral, including brochures, direct mail campaigns, and ads, to deliver customized programs to clients. Conducted market analysis to understand competitive dynamics and trends and establish baselines around customer experience, positioning, and expectations. Determined which trade shows to attend, deigned booth, and followed up with leads after the event. Provided ROI analysis for each program by presenting clients with cost-to-sales analysis. Identified new market opportunities. Managed team of four.

Communications and Marketing

- **Event Logistics:** Enticed senior executives to attend Batteries Plus "Power Council"—a summit on the features and benefits of Batteries Plus batteries—through direct mail and online marketing. Achieved a 106% increase in attendance over the previous year. Managed all aspects of event logistics.

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Marketing Manager | The Power Group (continued)

- **Incentive Programs:** Developed and marketed incentive programs by determining clients' goals and creating programs that would result in a compelling ROI. One program achieved increase of 17 new dealers to cover the client's product line and increased sales by 28%; a similar program drove a 14% sales gain in a flat market.
- **Corporate Events:** Coordinated bi-annual seminars and corporate events to highlight incentive services. Managed site selection and all on-site logistics, budget management, and collateral development.

Revenue Generation

- Shifted the firm's outsourcing strategy, resulting in \$600K savings annually.
- Created lead-generation initiatives that resulted in \$3M+ increase in annual revenue (30% of company's growth).

Spearheaded company transition from print to electronic messaging, saving \$2.5M in operational costs

Marketing Specialist | Lite Communications | Los Angeles, CA, 2012—2014

Program-managed customer experience/CRM initiatives and oversaw work of external marketing agencies.

- **Market Share:** Realized \$5M revenue increase and \$2M content cost savings by creating marketing strategy and social media messaging to introduce a Repackaging program.
- **Product Messaging:** Crafted messaging detailing on-boarding and service changes and successfully delivered 100% of programs without increasing customer inquiry call volume.
- **Customer Communications:** Systematized protocols for routine customer inquiries and processes. Developed a customer service 'guidebook' that reduced redundancies and expedited customer response time.
- **Marketing Efficiencies:** Negotiated company transition from print to electronic messaging, saving \$2.5M in operational costs.
- **Marketing Collateral:** Developed and executed product collateral and customer awareness campaigns and tracked messaging campaign ROI.

Bright and expressive, Claudia possesses splendid interpersonal skills.

—Warren Thurmond,
Supervisor

EDUCATION

BACHELOR OF ARTS (cum laude, 2011)
University of California Riverside (UCR), Riverside, CA

major: Business - Marketing
minor: Art History

SPECIAL SKILLS & INTERESTS

Artist Outreach: Participates in Young Artist Outreach, counseling young people in the use of social media to promote their careers.

Public Speaking: Member of Toastmasters International, Los Angeles, CA