

BUCKEYE JEANNIE

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MARKETING/COMMUNICATIONS

High energy, versatile marketing, and communications professional with a creative talent for planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in assisting with the creation of marketing and communications tools and steering the execution of such programs to a diverse audience of customers, prospects, business partners and employees. Recognized for being results driven and an effective team player.

SPECIALTIES

- Technical/Employee Communications
- Marketing Program Implementation
- Newsletter Creation & Production
- Event Coordination & Facilitation
- Content Management
- Marketing Program Management
- Substantive Editing
- Customer Service
- Prospecting/Client Cultivation
- Program Analytics & Reporting
- Advertising & Promotions

HIGHLIGHTED CAREER ACHIEVEMENTS

- **Revenue Generation** - Consistently exceeded baseline requirements for providing customer references to sales force by using Microsoft Access database and sales intranet tracking system, which contributed to revenue generation of \$650K per month for Pride Industries.
- **Customer Service** - Assisted with directing 45,000 members on how to accurately apply for benefits.
- **Awards & Recognition** - Recipient of the Pride Industries' "Employee of the Quarter" award in 1998 and the Pride Industries "Cut Above" award in 1998.
- **Presentations** – Facilitate communications workshops, seminars, and presentations at local, state, national and international conferences.

PROFESSIONAL EXPERIENCE

BENEFITS WORLDWIDE Columbus, Ohio

2012 – Present

Customer Benefits and Marketing Representative

Perform activities related to Columbus University Alumni Association including membership processing, coordination of customer data in customer records management database (CRM) and responding to all aspects of customer inquiries for one of the biggest alumni associations in the world.

- Build customer interest in services and products offered by the organization and obtain strong working knowledge of the types and prices of sponsored and supported events and programs.
- Assisted with directing 45,000 members on how to accurately apply for benefits.
- Aid in the development of external communications related to the launch of the new membership model for current alumni and those interested in joining organization.
- Engage in external alumni events by assisting with enrollment and onsite registration.
- Recipient of the "Employee of the Quarter" award in 1998 and the Pride Industries "Cut Above" award in 1998.

GENERATIONS COMMUNICATIONS, Columbus, Ohio**2008 – 2010****Senior Communications Specialist**

Supported enterprise technology group for the largest provider of information technology services to the financial services industry.

- Contributed to defining strategy for internal communications through development of communication plans and key messaging to assist with data center consolidations and other key projects.
- Created and designed internal newsletter for 1,100 associates by gathering articles and statistics by interviewing clients for development in a monthly publication.
- Maintained an editorial calendar based on business activities and other factors to ensure "top stories" were as relevant and timely as possible.
- Assisted with creation of communications collateral / materials and collaborated with other team members to help develop campaigns, communication plans and processes.
- Responsible for all web content management for members.
- Developed visual communications (digital signage, posters, information boards) based on project needs and worked with team to design graphics and key messaging for display in member sites.
- Facilitated and assisted with coordinating logistics of town hall and quarterly all-hands meetings across 31 total U.S. based member sites for the senior leadership team and promoted communications with meeting details for all associates.

AKEBA SOFTWARE, Lorain, Ohio**2005 – 2008****Customer Marketing Specialist, Corporate Communications**

Mined customer base and coordinated interviews with Sales, Professional Services, Product Marketing Directors, Product Marketing Managers, Field Marketing Managers, and customers to secure references for participation in case studies, press releases, industry analyst interviews and other public facing testimonials which aligned with the major campaign periods for each quarter.

- Updated Siebel CRM system with customer profile information and worked with in-house Oracle Siebel team to implement system enhancements and reference requirements.
- Assisted industry analysts with conducting customer case study interviews.
- Posted customer case studies and other collateral on the Quest Software corporate website and internal intranet library.
- Consistently met quarterly personal Management Business Objectives (MBOs) and assigned growth targets to support marketing initiatives.

PRIDE INDUSTRIES, Sandusky, Ohio**1996 – 2005****Customer Relationship Specialist, Corporate Communications**

Independently created and continued maintenance of a formal and global customer reference and retention program.

- Planned and created strategic performance timetables for achieving program goals.
- Interacted with sales and marketing to research and gather information and key statistics on customer reference accounts to assist the sales organization with close of high-profile business deals.
- Regularly promoted customer reference program through presentations to sales, marketing and customer service launching a new internal reward offering, which increased leads submitted by two-thirds.
- Attended annual user group and customer conferences and coordinated special events for select reference accounts.
- Promoted to team supervisor 10 / 01 through 10 / 02 and handled employee annual reviews and issues for staff of two associates.

EDUCATION

Bachelor of Arts in Journalism, The Ohio State University, Columbus, Ohio

TECHNOLOGY

Microsoft Office Suite (Access, Excel, Outlook, PowerPoint, Publisher, Word)

Silverpop Engage and Adobe InDesign and Visio

HTML and Web Content Management