

- Accountable. Flexible. Doer.
- Relentless Pursuit of Customer Value
- Curious. Passionate. Risk Taker.
- Experienced Marketing Manager
- Certified Project Manager
- Online Community Manager

### Professional Experience

Client-centric marketing and project management background with a proven track record in successfully managing product brands, launching new products, creating, managing and executing results-oriented plans and programs tied to business objectives.

#### **Chief Marketing Manager, Online Community Manager** – Brand Talk Marketing: October '08 – Present

- Providing social media support services for growing small businesses to help increase brand visibility, nurture business relationships and increase sales leads
- Client brand advocate, responsible for building social media platforms, optimizing social networks for search engine optimization, and monitoring clients online reputation
- Growing inbound leads through multi-channel strategies such as; blogging, article marketing, social bookmarking, finding and engaging advocates and influencers to build a strong community
- Remixing client provided content to craft social networking content that fosters dialogue
- Creation and management of social media editorial calendars

#### **Advisory Marketing Manager** – IBM Corporation: May '06 – October '08

- Commissioned and managed market research projects to uncover deep customer insights that led to better offerings and customer focused messaging for IBM products
- Created and executed inbound / outbound marketing plans for service based portfolio's in a fast-paced client centric environment with multiple stakeholders, driving revenue growth
- Managed a portfolio of multi-million dollar projects, executing multiple plans and tactics simultaneously including; marketing strategy, business case development, budgeting, event planning, and ibm.com web content development
- Worked closely with external Ad agencies for development of branded sales collateral and event materials promoting services in adherence to corporate branding guidelines
- Managed and ensured success of event partnerships by providing engaging marketing materials and needs based messaging focused on the customer benefit

#### **Advisory Program Manager** – IBM Corporation: May '04 – May '06

- Member of executive leadership team providing technical and project management support for strategic planning and portfolio development projects, working with sales leaders, marketing strategists and analysts to understand client, sales force and delivery team requirements
- Created, managed, executed and tracked 20 to 30 new services offering development projects per year
- Created and updated marketing collateral, presentations, brochures, product sheets, fact sheets, case studies, white papers, web content and sales tools coordinating input from product marketing, product management, executives, sales, and external Ad agencies
- Managed globally dispersed resources to rollout new service offerings worldwide, from project kickoff to delivery, including product development, collateral workflow, timelines, marketing collateral, sales enablement materials, and budgets of over one-million dollars
- Developed and coordinated cross-departmental marketing messages to ensure consistent adherence to corporate branding guidelines for all marketing materials

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## Advisory Project Manager – IBM Corporation: April '02 – May '04

- Managed market research projects to analyze market opportunity and trends, aligning market needs to corporate objectives and making recommendations for future investments
- Provided executive level project management support for startup, incubation and intellectual capital development for a new services based business model
- Created, managed and executed program plans to steer new ideas through the development pipeline by sizing the opportunity, positioning it and launching it in the most compelling way to ensure new products would resonate and win in the marketplace: concept through launch
- Established & nurtured cross-functional relationships, empowering virtual -- regionally dispersed teams in support of world-wide product rollouts

## Education

- The University Of Tampa, Bachelor of Arts in Communication
- George Washington University School of Business, Master's Certificate in Project Management

## Marketing Awards

- IBM OVATION Award for leadership and revitalization of the IBM Sales University program for North America. This program was adopted as an IBM best practice and deployed globally throughout Europe and Asia.
- IBM BRAVO Award for innovative marketing program leadership, integrating market segment analysis with on-demand analytic models to grow account base.

## Client Testimonials

"We love working with Brand Talk Marketing because they are up on the latest social networking trends and are very capable at web development."

~ Debbie Ryan, Moriah Design Agency

"Terri is diligent, passionate and committed to an organization's success and is a great addition to teams seeking to drive increased productivity and sales."

~ Jack Santoni, IBM Sales Executive

"I want to thank you for your exceptional dedication to our project...I consider you the ultimate professional and look forward to working together in the future!"

~ Claudia Gerola, IBM Strategy & Planning Executive

"Brand Talk Marketing did an awesome job of taking the reins and customizing our Facebook Fan Page! Thank you, Terri, for a job well done!!"

~ Jama St. John, Gulf Coast Office Support

"Terri has been knowledgeable, creative, resourceful and very professional in all of our associations and would be an asset to your business."

~ Sheila Franz, IBM Program Manager

"Courage is the first of human qualities because it is the quality which guarantees the others." ~ Aristotle