

Marie Papa

1 of 3

mariesmartdesigns@gmail.com • 2700 S. Oakland Forest Drive, 203, Oakland Park, FL 33309

954.540.0922

MARKETING • ADVERTISING • BRANDING • GRAPHIC DESIGN • PRODUCTION • EVENT PLANNING • PUBLIC RELATIONS

I am actively pursuing full-time employment in product or service marketing. I offer numerous assets as a high-level, hands-on marketing team member, director, or a single-source, full service marketing agent. My resume reflects a multi faceted, 23 year career encompassing brand strategy, internal/external communications, campaign development, graphic design, client negotiations, and production management.

@ a glance: career overview

- Creative, social media savvy strategist with demonstrated marketing/communications experience paired with graphic design execution and copywriting. Proficient in MacOS and Windows environments, I have extensive design experience creating corporate identities, brand suites, websites, e-marketing, brochures, print ads, banner ads, signage, billboards, kiosks, videos, and venue advertising along with experience collaborating on production shoots, scripts, and voiceovers.
- Digital specific marketing experience paired with in-depth integrated brand strategies combining website interface construction, SEO, SEM, SMO, blog composition, e-mail marketing, and paid placement advertising. Skilled in maintaining and managing CMS applications.
- Dynamic sales-conscious relationship management liaison and business development advisor comfortable collaborating and negotiating with high-level, executive management teams and vendors.
- Process-driven, creative problem solver with strong organizational, project management skills including excellent visual and written presentation skills using PowerPoint and online products for web conferencing and event preparation.

@ the top of my game: notable achievements

- Art directed, designed, and produced more than 500 pieces of collateral within the last five years.
- Customized and managed annual marketing budgets ranging from \$1.8M to \$85K.
- Developed strategic brand and marketing support for more than 20 small to medium sized businesses.
- Consolidated outdated, disjointed printing resources into one password-specific online ordering portal, reducing production costs and time in half.
- Combined multiple OSHA mandated, jobsite communication materials into all inclusive, OSHA compliant, brand specified signage solutions. The pilot program was deemed a success and used nationwide on more than 200 jobsites.
- Composed and built the user interface content for comprehensive, robust WordPress website containing more than 35 navigations, 100+ pages, and contact forms.
- Co-created and launched a pilot Broward-based online dining and services coupon/menu directory then referred to as "Business Lunch Club".

@ the office: my experience

- Moss & Associates, 2.2014 – 11.2018

Branding Specialist, Fort Lauderdale, FL

Developed marketing and advertising strategies nationwide for Moss' current, backlogged, and prospective constructive projects. Acted as interdepartmental task manager for all corporate communication efforts. Lead execution involved graphic design, brand development, collateral production, proposal writing and submittal, presentation preparation, launching internal and external brand campaigns, copywriting, data management, press correspondence, sponsorship advertising, event planning, vendor relations, promotional apparel and accessory fulfillment, and corporate art production.

- Smart Designs Group, LLC., 6.2011 – 12.2013

Co-founder and Marketing Strategist, Atlanta, GA and Fort Lauderdale, FL

Contracted to provide full service advertising and marketing solutions to a multitude of diverse clients including Hill York, Nova Southeastern University, Sustainable Performance Solutions, Performance Management, Peter Glenn, Miller Bynum Designs, and more. Core marketing contributions include strategizing and designing web interface and content, SEO & SMO management, designing and producing collateral, launching internal and external brand campaigns, copywriting, planning corporate events, and media placement.

- Hill York, 1.2006 – 6.2011

Marketing Manager, Fort Lauderdale, FL

Hired to develop marketing strategies and streamline communication efforts with customers by building identifiable brand campaigns for Hill York Service Corporation and affiliated companies, EnergyGuard USA, and United FireSpray. Marketing specialties included designing and producing collateral, building internal and external brand campaigns, copywriting, website development, trade show management, sponsorship advertising, and media planning.

- PapaGanda Advertising, 1.2001 – 12.2005

Executive Director, Fort Lauderdale, FL

Developed advertising and marketing solutions for small to medium sized organizations. Key activities involved graphic design, strategic planning and implementation, brand identity development, collateral production, public relations, trade show promotion, budgeting, vendor relations, and account management.

- Zimmerman & Partners, 12.1999 – 12.2001

Senior Account Executive, Fort Lauderdale, FL

Tasked with managing multiple accounts with billable revenue totaling \$1.8+M. Key accounts included Netspace, InterCallNet, Inc., BlueDot Services, World Interactive Network, Mailboxes Etc., and CocoWalk.

- Nursing Spectrum, A Gannet Publication, 1996 – 1998

Account Manager, Fort Lauderdale, FL

- Combine Optical Buying Group, 1994 – 1996

Assistant Marketing Manager, Boca Raton, FL

Marie Papa

3 of 3

mariesmartdesigns@gmail.com • 2700 S. Oakland Forest Drive, 203, Oakland Park, FL 33309

954.540.0922

MARKETING • ADVERTISING • BRANDING • GRAPHIC DESIGN • PRODUCTION • EVENT PLANNING • PUBLIC RELATIONS

@ your service: education and expertise

EDUCATION

B.A. Psychology, State University of New York, Oneonta, NY, 1993

ADDITIONAL TRAINING

- Vocational desktop publishing courses
- Operations, small business owner
- Sandler Sales Training

SKILLS

- Computer platforms: PC and Macintosh
- Computer software: Adobe Suite CS (In Design, Photoshop, Illustrator), Office 365, and One Note
- Online: Social media (Facebook, LinkedIn, Twitter), Word Press, Web Ex, Go To, Hootsuite, Sway, and Constant Contact
- Communications: Editorial writing, public relations, designing elaborate visual presentations, and creating internal/external campaigns

@ service to the community: membership support

PRESENT

- SMPS, South Florida Chapter

PAST

- Chamber of Commerce, Fort Lauderdale Chapter
- Business Network International, Broward Chapter
- Sheridan House Family Ministries
- Genesis Shelter, Atlanta Chapter

references: available @ request