

CHRISTINE R. KOMENDA

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PROFESSIONAL SUMMARY

A versatile hands-on marketing professional with extensive experience providing:

Strategic Planning • Project Management • Creative Direction • Budget Management • Brand Management • Website Management • Media Relations • Digital and Social Media • Email Campaigns • Direct Marketing • Print/Online Advertising • Event Marketing • and all aspects of Marketing Communications

- Highly skilled using Adobe Creative Suites and video editing software
- Expertise using Website CMS (WordPress), HTML, analytical tools, SEO/SEM, and social media platforms
- High proficiency in using Microsoft Office suite and CRM systems

AWARDS ATTAINED

BRAGB's *PRISM* (Prestige in Sales and Marketing) Gold Awards – *Best Ad, Best Digital and Print Marketing Campaigns, and Best Marketing Event* • Silver BRAGB's *PRISM* Award – *Best Website*

CAREER ACCOMPLISHMENTS

STRATEGIC PLANNING: Successfully developed annual marketing plans, budget, and tactical implementation in alignment with sales goals. Collaborated closely with sales to successfully convert leads/prospects into new opportunities. Helped increase sales revenue from \$20 to over \$55 million during my tenure at Woodmeister Master Builders.

BRAND MANAGEMENT: Implemented a new brand identity and public launch that included logo development, corporate messaging, positioning statement, new website, company literature, media releases, email campaigns, print advertising, fleet graphics, and corporate field apparel.

ADVERTISING: Created award-winning print advertising campaigns including copy writing and creative direction for photography and design.

BUSINESS DEVELOPMENT: Produced a variety of sales tools – print collateral, proposals, PowerPoint sales presentations, custom sales portfolios, and corporate videos.

WEBSITE: Developed content and creative for an award winning company website. Managed content daily to keep it fresh and interactive, enhanced organic earned media for SEO/SEM and lead generation conversion. Created an intranet portal as a resource for employee engagement and communication.

DIRECT MARKETING: Created client outreach programs that included print advertising, quarterly newsletters, direct mail, and email campaigns. Leads and conversions were evaluated, tracked, and managed with CRM systems.

EVENT MARKETING: Planned numerous corporate events, trade shows, and seminars ranging from 60-450 attendees, managed logistics, pre-and post-promotion communications, and collaborative event partners.

PUBLIC RELATIONS: Built brand awareness across New England and New York through effective media outreach. Developed story ideas and pitched to various publications. Feature articles were published in newspapers, journals, broadcast, and a variety of shelter and lifestyle magazines.

INTERACTIVE & SOCIAL MEDIA: Implemented paid and organic SEO strategies such as, PPC and banner ad programs, wrote (and ghost authored) interactive blogs. Created and managed Facebook, LinkedIn, Pinterest, Wikipedia, Houzz, Twitter, YouTube, and Instagram pages. Monitor analytics, adjusted content and tracked conversions.

PHOTOGRAPHY/ VIDEO: Managed corporate brand assets and extensive portfolio of images, attended and stylized field and studio shoots for advertising, website, and promotional use. Created company promotional and training videos.

COMMUNITY RELATIONS: Managed charitable giving programs, in-kind donations, sponsorships, and volunteer activities.

CUSTOMER RELATIONS: Developed a net promoter *Excellence Assurance Survey*, a customer satisfaction measurement program. Implemented a *Customer Reference Program* used to gather testimonials and stories for promotional use.

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PROFESSIONAL EXPERIENCE

TATA & HOWARD, Marlborough, MA – Marketing Communications Manager – December 2017 – present

Tata & Howard is an Environmental Engineering firm providing design and engineering services for the water environment.

- Manage monthly e-mail campaigns; including list segmentation/management, content, creative, and monitoring results to determine effectiveness.
- Create compelling marketing assets, including content and design for quarterly newsletters, advertisement, brochures, whitepapers, proposals, and infographics.
- Develop and deliver SEO/SEM marketing programs with a mix of daily social media posts, weekly blogs, and website content.
- Plan all deliverables for trade shows, including creating pre-show communications and follow-up, develop promotional materials, and manage booth logistics.

BIGGER FISH STUDIOS, New Braintree, MA – Marketing Director /Consultant – June 2017 – present

Bigger Fish Studios is a boutique marketing firm providing strategic, creative and promotional solutions for small businesses.

- Provide creative direction and management for web design, email campaigns, and social media programs.
- Design and create promotional flyers, booklets, ebooks, and marketing collateral.
- Help organize and create marketing events including promotional communications and follow-up.

WOODMEISTER MASTER BUILDERS, Holden, MA – Marketing Director – Oct 2003 to May 2017

Woodmeister is a market leader in distinctive residential construction, custom cabinetry, & Lifestyle Management Services

- Managed the company's entire *diverse* relationship-based marketing initiatives and employee communications programs to create an enviable brand within the high-end residential construction industry.

AWARDS ACHIEVED FOR WOODMEISTER MASTER BUILDERS:

- *The Wall Street Journal* – Winning Workplace Nat'l Award • *The Boston Globe* – Top 100 Companies to Work For
- Inducted into the New England Design Hall of Fame • *Design New England* – Mentor of the Year
- *Worcester Business Journal* – Corporate Citizen of the Year • Numerous BRAGB *PRISM* Gold and Silver awards for Best New Home Construction, Remodeling, and Custom Cabinetry

WM WRIGHTS CO., West Warren, MA – Senior Buyer Print and Packaging – Apr 2003 – Oct 2003

Wrights manufactured and marketed a wide variety of craft, trim, ribbon, and home decorator products

- Managed \$4.6 million domestic and international print and packaging purchasing. Implemented cost-saving initiatives by evaluating EOQ (Economic Order Quantity), contract negotiation, and vendor qualification.

PEGASUS COMMUNICATIONS, Marlborough, Ma – Senior Advertising Production Manager – Aug 2000 – Mar 2003

Pegasus Satellite Television was an independent provider of DIRECTV® and was acquired by Hughes Electronics

- Managed print, fulfillment, advertising, and promotional budget in excess of \$5 million.
- Produced direct mail campaigns, B2C advertising, retail collateral, POP, and brand presence material.
- Prioritized and assigned daily work assignments for creative team including freelance staff. Managed the company's offsite Fulfillment / Warehousing program.

ALLMERICA FINANCIAL (aka HANOVER), Worcester, MA – Print Production Manager – Jan 1994 – Aug 2000

Allmerica Financial provided Asset and Risk Management products – now known as Hanover Insurance

- Managed all phases of print production for Marketing Communication products and publications from pre-press, color separations, on-press approvals to finishing and bindery.

EDUCATION

CLARK UNIVERSITY, Worcester, MA - MSPC / Master of Science Professional Communications / Marketing

UNIVERSITY of BRIDGEPORT, Bridgeport, CT - BFA / Graphic Design & Photography (dual degree) Minor Art History
Honors received: Summa Cum Laude, Phi Kappa Phi Honor Society

VOLUNTEER WORK

EAST QUABBIN LAND TRUST, Hardwick, MA

- Assist with the marketing, design, and volunteer work for various events throughout the year, including the Annual Station Loop Ramble, Summer Auction, interpretive signs, fundraising appeals, and other activities.