

Marty Buss Smith

Marketing Consulting

CAPABILITIES

Marketing Strategy Development
Marketing Communications Planning and Project Management
Marketplace and Competitive Analysis

EXPERIENCE

Marketing Consultant, 2004 – Present

Provide marketing consulting services for clients such as Edvisors and the Student Loan Network, RSA, The Security Division of EMC, 3Com, HealthyHumans.com, Harvard Business School and Bay State Physical Therapy.

Key Accomplishments

Marketing Planning and Implementation – Drove marketing planning and execution for online education resources and financial services company, including:

- Developed brand identity and brand hierarchy
- Directed execution of new brand across company, including network of 30 sites
- Directed creation of corporate logos and brand look and feel

Global Product Branding Campaign – Launched product branding campaign to global markets, including print and online advertising, direct mail and sales collateral.

Direct Marketing Campaigns – Developed and implemented comprehensive direct marketing program, including traditional and dimensional mail and direct email. Program included:

- *Clutterbuster* – Designed to help sales team schedule appointments with key named accounts, box mailer yielded 71 appointments out of 238 sent pieces.
- *Reseller Product Launch Campaign* – Direct email and follow-up sales kit mailer designed to introduce resellers to a new product; yielded 11% response rate.
- *End-User Product Launch Mailing* – 3-wave direct mail campaign targeting known prospects to introduce a new product; yielded 6% response rate.

Relationship Marketing Campaign – Developed patient referral source tracking and management system and implemented marketing program to capitalize on referral sources. Efforts resulted in 23% increase in referral business and 33% increase in cross-location referring.

Pohly & Partners, Inc. – Boston, MA - Customer Communications Company

Assistant Director of Marketing Services, 2002 – 2004

Provided strategic direction and oversight for marketing services department; managed strategic marketing and customer communication programs for clients such as Continental Airlines and Verizon; developed marketing strategy and programs to support internal and external sales teams.

Key Accomplishments

Publication Launch – Researched and identified new market opportunity and repositioned publication to capitalize on new market opportunity for client and to increase sales revenue, resulting in an increase in revenue of 30%.

Marketing Campaign – Up-sold client by developing marketing program to support launch of a new publication, resulting in increased revenue for agency.

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Donovan Group – Watertown, MA - *Integrated Marketing and Advertising Agency*

Account Supervisor, 2001 (*Donovan Group closed in August 2001*)

Managed strategic marketing for clients such as RSA Security and Macromedia, while mentoring junior account staff.

Key Accomplishment

Advertising Campaign – Launched multiple product campaigns to support brand campaign.

Leo Burnett Technology Group – Chicago, IL and Boston, MA - *Integrated Marketing and Advertising Agency*

Senior Account Executive, Boston, 2000 – 2001

Account Executive, Chicago and Boston, 1998 – 2000

Assistant Account Executive, Chicago, 1997 – 1998

Managed strategic marketing communications, such as advertising, collateral, direct mail and multimedia for technology accounts such as Allaire, Akamai and Employease.

Key Accomplishments

Brand Campaign – Launched major brand campaign, including traditional and online advertising and direct marketing, that resulted in 38% increase in brand awareness.

Product Launch – Launched key software product for internal and external audiences including product positioning, advertising, direct mail, collateral system and multimedia.

Partner Program – Launched partnership programs in 180 markets, including branding campaign, corporate identity and collateral for business-to-business market; and advertising campaign for consumer market, including traditional and banner advertising.

Lead Generation Program – Developed and implemented multi-tier direct mail program that yielded 20% response rate.

Smith, Bucklin & Associates – Chicago, IL - *Full-service management Agency for non-profit trade associations*

Marketing Coordinator, 1996 –1997

Marketing Assistant, 1995 –1996

Managed marketing programs including advertising, direct marketing, public relations, special events and promotions, for four non-profit trade associations.

Key Accomplishment

ABBIES Awards – Initiated awards program recognizing marketing efforts in the Professional Beauty Industry, including brand building and creating awareness of the program, coordinating judging, planning awards night events, generating press.

EDUCATION

Purdue University, West Lafayette, Indiana

Bachelor of Arts, May 1995; Majors – Communications and Spanish

ACTIVITIES

- Taproot Foundation Volunteer
- American Red Cross Volunteer – English as Second Language Teacher
- Boston Cares Volunteer

REFERENCES: Available upon request