

# Sunny Dublick

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## Professional Summary

Marketing professional with 10+ years experience, specializing in brand strategy and integrated marketing campaign development and execution.

## Skills

- **Marketing Strategy**- Conducts small-scale market research for clients. Adept at performing secondary research methods as well as primary- which includes crafting, distributing and analyzing quantitative surveys and IDIs.
- **Marketing Planning**- Creates integrated marketing plans for clients, elements of which include SWOT analysis, segmentation, buyer profiles, targeting, positioning, branding, promotional mix recommendations, pricing strategies and the like.
- **Marketing Analytics**- Ability to analyze campaign results (email, social, SEO, etc.) to measure ROI and make suggestions to improve upon results.
- **Social Media Marketing** – Proficient in marketing methods (both organic and paid) for Facebook, Twitter, LinkedIn, Instagram and Pinterest. Creates and manages content and creative for clients to drive actionable results, both in followers and website conversions- an example impact included a Facebook following rise from 800 to 10,000 within the first 3 months.
- **Email Marketing**- Knowledgeable of email best practices, ability to create and distribute targeted campaigns.
- **SEO**- Basic knowledge of SEO methodology and ability to implement organic practices through WordPress. Knowledgeable of AdWords and capable of conducting keyword research and paid search campaigns.
- **Content Creation** – Writes blogs, web content, social media posts, emails, interviews, case studies and more. Uses Canva to develop stylish eye-catching imagery to supplement the text.

[View my portfolio at sunnydublick.com](http://www.sunnydublick.com)

## Work Experience

### Global Marketing Manager

January 2015 – February 2016

*CETRA Language Solutions, 7084 Montgomery Ave, Elkins Park, PA 19027*



- Created tactical marketing plan objectives and initiatives for the global market to be executed throughout the year and measured against organizations strategic goals
- Maintained marketing event, content, campaign and budget calendars
- Represented the company at conferences, trade shows and other marketing/networking events
- Created and implemented the global digital content strategy for social media channels and company blog
- Wrote digital and offline marketing content and distributed press releases as part of an inbound marketing strategy
- Managed email and direct marketing campaigns- including concept, creation, analysis and reporting
- Developed and maintained relationships with key trade associations in our areas of specialization to maximize marketing opportunities and brand awareness
- Created engaging presentations for clients and prospects to promote cross-selling and strategic partnerships
- Responded to bid opportunities and wrote corporate proposals
- Maintained company website and client database
- Tracked and reported on customer satisfaction levels via quarterly surveys in line with company's ISO certification to help create customer service best practices
- Monitored global key performance indicators and reported to management to support key business decisions
- Created internal initiatives to foster employee engagement and support a strategic objective to participate in philanthropic activities globally

### Integrated Marketing Manager

August 2013-December 2014

*Finch Brands, 325 Chestnut Street, Suite 1313, Philadelphia, PA 19106*



- Provided account support to a diverse portfolio of brands, ranging in size and industry, to see each unique project through- major clients included The Philadelphia 76ers and Brown-Forman
- Driving force to see client campaigns through from development to execution, providing continuous support and guidance to achieve the desired results- a campaign for a credit union drove a 43% membership increase year over year
- Managed an internal team, for both creative and strategic engagements to establish a foundation for long-term relationships
- Conducted interviews with clients and stakeholders during the Discovery phase to derive key insights

- Provided analysis of quantitative and qualitative data (both primary and secondary) to extrapolate key insights and develop brand themes for strategic presentations
- Led the creation and implementation of marketing plans, which included media placement recommendations, internal and external branding suggestions, budget scenarios and timelines
- Managed social media content and creative for clients to drive actionable results, both in followers and website conversions- an example impact included a Facebook following rise from 800 to 10,000 within the first 3 months
- Delivered marketing expertise and recommendations to clients on an ongoing basis

### Marketing Coordinator

June 2011-July 2013

HayGroup®

*Hay Group*, The Wanamaker Building 100 Penn Square East, Philadelphia, PA 19107

- Planned and supported the execution of all corporate east coast events, including the *FORTUNE* World's Most Admired Companies study and *The Wall Street Journal* Executive Compensation study panel events
- Researched and made recommendations on industry events, provided tactical planning, support and follow-up for each
- Measured and reported to management the ROI for each event/marketing activity in the region and generated reports for benchmarking and sales trends
- Coordinated monthly business development calls with regional executives and presented updates on upcoming marketing initiatives
- Led marketing efforts in the Life Sciences and Healthcare sectors through an integrated marketing strategy that included social media, public relations, association memberships and conference support
- Collaborated with the Healthcare sector team to help launch a new strategic program in Physician Leadership
- Utilized the Campaigner email system to deliver information to clients and prospects on events, publications and the latest industry news
- Updated Hay Group's website with events, news, and achievements

### Account Executive

August 2009-June 2011

m&M

*The Media & Marketing Group*, 220 Laurel Road, Voorhees, NJ 08043

- Responsible for the daily management and support of advertising and production jobs for 4 major gaming accounts, jobs included everything from direct mailers, TV & Radio spots, print ads, collateral materials and billboards to interactive digital banners and social media assets
- Maintained client satisfaction through frequent communication and support to discuss daily status, projects, news, and upcoming events
- Managed individual jobs from start to finish through dedicated project management across creative, production, media and copy departments
- Sent out daily lists to internal teams to ensure projects were on schedule and

maintained a database with all client jobs, due dates and progress notes- documenting anywhere from 100-300 jobs at a time

- Responsible for the organization of activation work, an inter-agency partnership of account management support for a diverse client portfolio ranging from Coca-Cola North America to Virtua Health Systems

### Assistant Marketing Director-Freelance

June 2008- November 2008



*iperdesign*, 1001 White Horse Pike, Haddon Township, NJ 08107

- Account Manager for agency's largest client, The International House of Philadelphia
- Led daily status meetings to delegate and prioritize projects
- Responsible for the preparation of marketing plans and proposals for existing and potential clients
- Managed and wrote all entries for the company blog

### Marketing Intern

September 2007-May 2008

*iperdesign*, 1001 White Horse Pike, Haddon Township, NJ 08107

- Created a hiring program for graphic design interns resulting in 4 new hires for the company
- Conducted marketing research and prepared a proposal for a potential international client looking to break into the American fashion market
- Designed a customer satisfaction survey

## Education

### Bachelor of Science, Marketing

Concentration, International Studies

May 2008

*Rowan University*, Glassboro, New Jersey

Graduated Summa Cum Laude (GPA 3.965)

- Vice President of Membership for the Rowan Chapter of the American Marketing Association; Fall 2007-Spring 2008
- Public Relations Chair of the Rowan University Help Hotline, Fall 2007-Spring 2008
- Received Awards for "Outstanding Membership Recruitment" and "Outstanding Academic Achievement" from the Rowan Marketing Department
- Recipient of the New Jersey STARS II Scholarship, William G. Rohrer Scholarship and Trustee Scholarship
- Member of the Beta Gamma Sigma International Honor Society, Golden Key International Honor Society, Mortar Board Senior Honor Society, Phi Beta Delta International Honor Society and the Alpha Mu Alpha Honor Society



## Awards

Silver ADDY-Brown-Forman Trade Publication Advertisement  
American Advertising Federation  
March 2015

Golden ADDY - Philadelphia 76ers Branded Campaign  
American Advertising Federation  
February 2014

Silver ADDY Award - Philadelphia 76ers Outdoor Advertising  
American Advertising Federation  
February 2014

Diamond Award- Diamond Credit Union Brand Awareness Campaign  
CUNA  
March 2015

## Additional Information

- Basic understanding and speaking ability of the German language
- Knowledge of Microsoft Word, PowerPoint, Excel, Outlook and Access as well as Campaigner, SalesNexus and MailChimp
- Studied fashion brand marketing at John Cabot University in Rome, Summer 2007
- Volunteer at The Children's Hospital of Philadelphia 2010-2012
- Pit bull lover and volunteer at the Philadelphia Animal Care and Control Team (ACCT) 2012- Present
- Philadelphia American Marketing Association Chapter Programming Committee Volunteer- lead for their November 2015 Digital Marketing Roundtable event
- Volunteer for the Philly Ad Club 2015 Mentorship Program at Spruance Street School
- Member of the Lemon Society for Alex's Lemonade Stand, 2013 Events committee member
- Freelance marketing consultant for writer Karen Salmansohn 2012
- Taught course in "Elements of Integrated Marketing" for college level students December 2015