

KERI CRONIN

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A driven, goal-oriented, and creative marketing manager with extensive expertise in executing strategic marketing campaigns through optimal project management to ensure the successful expansion of business across all markets. Seeking to utilize skills and experience in a challenging position within a leading organization.

SUMMARY OF QUALIFICATIONS:

- ✓ A proven record of achievement in strategically leading marketing communications opportunities to create significant revenue and brand expansion.
- ✓ Develop innovative/practical strategies that meet business objectives and increase market visibility.
- ✓ Focused planner and effective time manager; manage projects from conception to completion, including developing concept, strategy, launch plan, and metrics measurement; identify objectives, establish priorities and achieve results under diverse and competitive market conditions; ensure compliance with budget specifications and time constraints.
- ✓ Proficient in the development of social media marketing, email marketing, website content, corporate brochures, trade articles, online advertising campaigns, trade show materials, and additional forms of business collateral.

CORE COMPETENCIES:

- Marketing Project Management
- Innovative Marketing Campaigns
- Social Media Marketing
- Website Content/Design
- Vendor Relations
- Lead Generation
- Brand Management
- Digital Marketing
- Liaison Communication

PROFESSIONAL EXPERIENCE:

AMPLIFY INVESTMENTS LLC, Wheaton, Illinois 2019 to 2020

Marketing Coordinator

Responsible for the development and implementation of comprehensive marketing campaigns that communicated Amplify Investment's core financial services. Developed strategies for print and digital presence, both internally and externally. Oversaw all aspects of traditional/digital marketing, social media, and live events. Benchmarked, analyzed, reported, and made recommendations for the improvement of marketing operations. Spearheaded the full spectrum of project management, including initiating, planning, executing, controlling, and finalization of complex projects.

- Developed brand identity and marketing campaign collateral for email, feature brochures, sales presentations, media backdrops, invitations, signage, advertisements, and web landing pages.
- Spearheaded the development of a corporate PowerPoint pitch deck for the Sales Team.
- Assisted in drafting a weekly commentary on funds; generated social media copy and branding with posts.
- Responsibility for composing, scheduling, and distributing social media posts for LinkedIn and Twitter.
- Instituted the development of a new WordPress website, including new content, navigation, and design, to increase page views and time on website while reducing bounce rates.
- Cultivated several leads within the national account's arena.
- Collaborated with the Director of the Marketing and Sales Team to develop and implement new marketing campaigns to increase brand awareness and sales revenues.
- Coordinated industry events, including event properties, messaging, and email marketing campaigns for increased MROI.

Accomplishments:

- Reintroduced marketing programs back in-house from third-party vendors by recreating all online and print materials for improved branding and lower cost.
- Recognized consistently for achieving and surpassing performance objectives and deadlines.

MONETTA FINANCIAL SERVICES, INC., Wheaton, Illinois 2003 to 2019

Marketing Manager

Defined, developed, and implemented business-to-business (B2B) marketing campaigns to promote mutual funds to multiple brokerage firms. Expanded customer base and captured market share through new business development opportunities while effectively managing client retention, email scheduling, and new product launches. Maintained final approval of all marketing initiatives.

- Cultivated productive relationships with financial journalists in print, radio, and television media; as well as online partnerships with financial education institutions and acclaimed motivational speakers in the personal finance industry.
- Composed, edited and distributed all annual, semi-annual, and prospectus reports and press releases.
- Capitalized on marketing expertise in designing logos, newsletters, business cards, flyers, catalogs, postcards, and banner advertising for print and web for consistent branding and messaging.
- Designed, implemented, and managed strategic initiatives for the organization's website, monetta.com.
- Expedited marketing collateral for public and private use in collaboration with the Transfer Agent and Legal Department; strictly adhered to regulatory compliance.
- Oversaw and analyzed website, online marketing campaigns, and LinkedIn business page effectiveness utilizing Google Analytics; applied data to drive future campaigns.
- Participated in state-sponsored 529 college savings plan events and the National Association of State Treasurers (NAST) conferences.
- Coordinated several industry events; created booth graphics and collateral, Press Briefings to develop an integrated marketing message.
- Analyzed market conditions and made recommendations to enhance industry promotion plans that were aligned with brand objectives.
- Managed and evaluated the timely and effective implementation of all promotional activities.
- Developed final reports for management that included budget, ROI's, KPI's, and outcomes.

Accomplishments:

- Coordinated the production and placement of more than 100 articles from leading publications and networks, including Associated Press, Kiplinger, Parents Magazine, The Wall Street Journal, Chicago Tribune, Chicago Sun-Times, MarketWatch, WFLD/FOX Television, WGN Radio, and NPR.
- Co-developed the creation of inbound links on the website of one of televisions' most recognized experts in personal finance; increased page views by 20%, and signed more than 15% in new investment distribution agreements.
- Successfully created and implemented a 529 college savings plan marketing campaign launched in the New Mexico Scholar's Edge 529 custom investment options plan in August 2015.

EDUCATION:

EASTERN ILLINOIS UNIVERSITY, Charleston, Illinois

Bachelor of Science, Fashion Merchandising

COLLEGE OF DUPAGE, Glen Ellyn, Illinois

Associate of Arts, Graphic Arts Technology

PROFESSIONAL DEVELOPMENT:

COLLEGE OF DUPAGE, Glen Ellyn, Illinois

Coursework in Graphic Design

TECHNOLOGY:

Proficient in Microsoft Office 365, Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator, and InDesign), Instapage, Pardot and WordPress/Divi.

References Available on Request