

PAULINE J. WALLER

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Marketing & Communications Executive

*Visionary leader with hands-on experience developing and implementing innovative marketing and communications strategies; customer-driven strategist, **adept at blending interactive media with traditional channels** to surround the target audience with consistent, effective messaging in their medium of choice.*

- Strategic Planning
 - Brand Management
 - PR/Media Planning
 - Lead Generation
 - Tactical Market Planning/Execution
 - Partnership Development
 - Web Site Design
 - Online Marketing
 - Market Research/Analytics
 - Content Development
 - Direct Marketing
 - Advertising
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Digital Pulp **Marketing Director**

2008 to present

Developed and executed marketing and communications program

Created branding and communications strategies for this entrepreneurial digital agency; develop lead generation campaigns and manage new business development.

- Developed social media strategy and manage Facebook marketing.
- **Succeeded in getting a client site named a Top Ten Media Site** by Crains Communications.
- Manage large nonprofit accounts and advise clients on online marketing/fundraising.

Memorial Sloan-Kettering Cancer Center **Director, e-Philanthropy**

2007 to 2008

Led the design and development of an online fundraising and stewardship capability.

Created the business plan; negotiated contracts and managed multiple vendor relationships, hired and supervised creative services team; managed the design and development of web sites, email marketing; supervised data integration and backend processes.

- Developed prototype 'Give to MSKCC' site on the Convio CRM platform.
- Created custom content by conducting interviews of patients, doctors and healthcare professionals.
- Designed and launched a walk/run event micro-site in just 6 weeks with new viral marketing capabilities, developed e-mail messaging, integrated with offline promotions (newspaper ads, cable TV, outdoor signage, radio). Site **doubled participation from previous year and raised \$1.2 million.**

PJ Waller Marketing & Design **Founder**

1997 to 2007

Enabled clients to engage their customers using integrated online and traditional marketing strategies.

Founded 6-person marketing services agency. Offered: consulting, strategic planning, branding, market research, web site development; design and execution of traditional and online marketing campaigns. A sampling of client results include:

*Client: **McGraw-Hill** World University, Washington, DC*

Acting Marketing Director for first year of business, responsible for transforming this paper-based distance learning business into a major player in online technical course delivery.

- Re-branded to McGraw-Hill Online Learning; developed tag line ('Keeping You Up to Speed').
- Redesigned website; named '**Hot Site of the Week**' by Info Week.
- Developed print and online advertising campaigns, direct mail, exhibit booth and sales materials.

Client: Pace University, School of Computer Science and Information Systems, White Plains, NY
Managed web site re-design and consulted on improving services for students of online degree program.

- Program received an **Award of Excellence from Alfred P. Sloan Foundation**.

Client: CAEL, Denver, CO

Chief marketing officer for industry-specific experiential training programs: NACTEL (Partnership of telecommunications industry), EPCE (electric and nuclear power industry), and H-CAP (**healthcare**).

- **Established CAEL as the leader** in industry-driven training consortiums.
- Branded and launched EPCE partnership and **grew membership to 69% of the energy industry**.
- Created a 3-D direct mail promotion aimed at telecom CEOs and VPs; **resulted in a 40% response rate**.

Client: American Bible Society, New York, NY

Led 12-person cross-functional internal team; planned and implemented corporate web site re-design.

- Developed and launched **900 product e-commerce** site; achieved 3-5 % conversion rate.

Client: ENR, Norwalk, CT

Chief marketing officer for this start-up news release distribution service; hired marketing staff, designed and developed branding strategy. Managed marketing and communications, coordinated with Sales Director and helped train sales staff.

- **Established brand in top-of-mind awareness** for education and PR segments.

Client: Wood Logan Associates, Inc. Stamford, CT

Interim Production Manager for this life insurance brokerage.

- Managed creative services, legal approvals and printing of brochures, presentation materials and direct mail.

Solutions Marketing (formerly part of Grey Advertising), Stamford, CT

1996 to 1997

Vice President, Account Planner

Led this small general advertising agency into the direct marketing business.

Created sales plan and hired staff; managed major accounts.

- Restructured a nonprofit client's print catalog; **doubled response rate** from 1.5 to 3%.
- Managed outsourcing of client's Customer Service department; **saved client \$1 million** in Yr 1.

UNICEF International, New York, NY

1994 to 1996

Market Development Officer *Greeting Card Operation – U.S., Canada, Australia, New Zealand*

Provided multi-channel marketing expertise to international partners and led turnaround of sales results.

Managed \$1.2 million budget. Advised national committees on best practices in catalog, retail, print and broadcast advertising, corporate partnerships, licensing and volunteer marketing.

- **Reversed declining sales** in all markets and grew revenue an additional half million in first year.
- Selected to research and **present a global Internet marketing strategy to 33-nation summit**.

B.C. Harris Publishing Co., White Plains, NY

1987 to 1994

Senior Marketing Director

Responsible for corporate marketing and internal communications for this \$75 million directory publisher; managed \$750K budget; supervised marketing staff, and member of Strategic Planning team.

- **Developed the direct mail channel, which grew to \$25 million** in revenue in three years.
- **Established Harris as #1** alumni directory publisher in the college/university market.
- Created and **published newsletters** customized to target audiences. (*Happenings, Connections, Harris Headliner*)

EDUCATION

M.B.A. Marketing Management, Pace University

B.A. Communications, Fordham University

Certificate in Digital Design, Parsons School of Design

OTHER

National Association of Women Artists, New York, NY

2004 to present

Board Member, Volunteer