

I am an integrated, multichannel, international, and account-based marketing pro, who gets things done, individually and as a team lead. I love what I do and am looking for a new challenge.

- ✓ 10+ years planning and monitoring annual marketing communications budgets of \$1-to-\$5 million
- ✓ Marketing communications experience in the USA and 25 other countries
- ✓ Cross-functional, multi-cultural, cross-generational staff management/coaching (15 direct reports)
- ✓ Promotion and event management of over 150 international trade shows and business missions
- ✓ Trilingual (English, French, Spanish) U.S. citizen
- ✓ 2 Masters degrees + national awards in global marketing communications campaigns
- ✓ Highly creative, direct, type-A marketing team lead who thrives in cross-functional environments

Director, Marketing & Communications | Professional Photographers of America | Atlanta, GA (2012 – present)
Non-profit that serves 30,000 members in 50 countries through education & business resources

- Launched and manages omnichannel and integrated marketing campaigns for recruitment and retention, for both B2B and B2C targets, in-house and with the help of a media agency.
- Implemented email automation & account-based marketing along with the development of lead generation, A/B testing, and SEO/SEM for 7 websites, including 4 website launches, fully developed in house.
- Created content marketing and social media strategies. Staffed, trained and coached accordingly, and now supervises 17 social platforms (for 4 brands).
- Restructured the team, growing from 6 to 13; Creating SEO/SEM, Social Media, UX, and Video Content Production strategy and positions.
- Fully rebranded the annual conference, created 4 brand guides, and always testing new tactics, and currently handling the company's new rebranding initiative + the development of a new website + the architecture of an influencer program.
- *Awards:* Our B2C video campaign earned a Telly Award in 2015 for best Online Commercial Campaign in the Promotional/Branding category.

I still manage all of the above and plan/monitor/optimize the \$3 million/year marketing communications budget. My work helped grow membership from 22 to 30+ thousand; Facebook followers from 19 to 140 thousand, LinkedIn from 0 to 23,000 followers; Our annual conference's attendance went from 7500 to 11500.

Director, International Marketing & Account Management (started as International Marketing Manager)
Georgia Department of Economic Development Sales & marketing state government | Atlanta, GA (2005 – 2011)

- Launched the 1st global integrated and multichannel marketing campaign for the State (international marketing campaigns in 14 countries) which increased the international investments annual leads by 15%.
- Created the account management team and grew it up to 10 people to serve 10 international offices.
- Launched 4 websites in 6 languages (each) and rolled out the corresponding SEO/SEM.
- Created the 1st-ever marketing ROI and metrics tracking and budget control systems for that agency.
- Implemented the state's new rebranding campaign (still in vigor 12 years later!)
- Managed 3 agencies: interactive, advertising, and PR.
- Led content strategy, production, and post-show marketing for 100+ trade shows & international missions.
- Managed the \$4 million/year marketing budget.
- *Awards:* Nominated for best international PR campaign for 4 consecutive years (2008-2011) and received the "best of all categories" award in 2009.

Consultant, Marketing & Business Development | Melle Global MarCom | Atlanta GA (2004 – present)

White label marketing consulting services for B2B, B2C, non-profits, SMBs, Fortune 500s, and governments

- Business plans, social media campaigns, lead generation, account-based marketing, GDPR compliance
- Design and production of marketing tool kits, logos, ads, brochures, manuals, micro sites
- Trade shows and special events coordination, from ideation through post-show marketing

Director, Marketing | Paragon Path, Business Development Consulting | Atlanta, GA (2001 – 2005)

- Developed strategic and operational marketing plans with budgets from \$500,000 to \$1.5 million
- Managed a team of 7 and developed sales tools and training programs in English and Spanish
- Designed & produced marketing toolkits for interactive, print, online, broadcast, and e-commerce sites
- Coordinated 40+ trade shows/special events, including post-show marketing
- Developed market research & entry strategies for domestic/international & industry-specific target groups
- Implemented CRM solutions and multichannel marketing for events
- Launches multi-channel advertising & PR campaigns (digital/print/radio/TV) in 3 countries simultaneously
- Increased sales training program delivery by 50% over 18 months

Director, International Project Development (started as Sr. Market Analyst) | Mexico City, Mexico (1999 – 2001)

Procorfi Consultores | Pennsylvania Dpt. of Economic Development in Mexico

- Led the international business development team in Mexico and Central America
- Created and supervised market researches and market-entry strategies for Mexico and Central America
- Developed community relations and PR opportunities for the government and public/private partnerships
- Coordinated trade missions into Mexico for networking, logistics, business matchmaking and trade follow-up
- Designed and developed corporate promotional materials and website

Market Analyst (started as Marketing Intern) | Alcatel-Lucent, Mexico City, Mexico (1998 – 1999)

- Researched and developed economic market reports and key customer account plans and recommended positioning solutions for better market implementation
- Produced the company's 1st in-depth competitive survey which led to product repositioning in Central-America
- Co-organized press releases, press conferences, and events with Mexican and French Heads of States

Masters, International Relations | University of La Sorbonne, Paris, France (1998) – Graduated with honors

MBA, International Trade & Marketing | International Trade Institute, Paris, France (1996) – Magna cum laude

Continuing Education:

- Emory University: Cross-Cultural Business Management / Project and Multiple Projects Management
- Southern Center for International Studies: International Management
- Ex-Im Bank: International Direct Foreign Investment
- Franklin Covey: Managers' Course 7 Habits for Highly Effective People
- Burton Training Group: Telecom Train the Trainer sales training

Active Member of Professional Associations: Atlanta Interactive Marketing Association, American Marketing Association, Georgia Society of Association Executives, American Society of Association Executives.

Proficient with the following tools: Creative Cloud Suite (PSD, ID, AI, DW, FW, CSS5); Word, Excel, PowerPoint, Outlook; Open Office; Google Docs; WordPress; Frame.io, SharePoint, Basecamp, iMeet Central; MailChimp, Informz; Survey Monkey, TypeForm, Hotjar, Google Analytics, Google Tag Manager... I'm a geek and like to learn new tools! That's why I also have basic working knowledge in HTML & HTML5, Bootstrap, and a few more.

Looking for even more info?

Check [in](https://www.linkedin.com/in/carlaplounin) /carlaplounin or carlaplounin.com