

SUMMARY:

Marketing & Communications specialist, particularly skilled at offering integrated marketing services to small and medium sized companies (SMB market).

SKILLS:

- o Accomplished cross-discipline marketer working for over twelve years with major consumer brands on the corporate and agency side. Equally adapt in the B2B and B2C environment.
- o Successful entrepreneur - independently driven, comfortable with taking calculated risks, acutely aware of importance of budgets and timelines, aptitude to calmly navigate ambiguous storms.
- o Proven track record of rapid and thorough industry learning that lead to immediate project contribution.
- o Ability to supervise full cycle of a complex project with minimal supervision.
- o Creative background offers agility and confidence to push the envelope, often leading to unorthodox breakthroughs.
- o Expertise in working with key influencers to define product or company positioning, followed by managing the campaign implementation.
- o Core Strengths: Strong analytical skills; Results-oriented; Experienced manager, expert in working with teams and building strategic relations; Creative in ideas and execution, especially in finding solutions under pressure.

WORK EXPERIENCE:**INTEGRATED MARKETING / COMMUNICATIONS:**

D.Medical Industries/Spring Health Solutions (NASDAQ, TASE: DMED - engaged in the full product life cycle of research, development, manufacturing, and sales of innovative drug delivery devices)

Senior Marketing Manager | 10/2010 – Present

Instrumental to establishing the company's brand and marketing communication positioning right after the IPO as part of the effort to take the company out of the R&D to commercialization stage with the focus on the European and North American markets, as well as initial development stages of the BRIC and Middle Eastern markets. Select responsibilities:

- Tradeshow handling including exhibition logistics, abstract submission and scientific poster preparation, cause marketing, budgeting, and asset development
- Product rebranding including lexan design, video production, product photoshoots in collaboration with R&D and product marketing teams
- Corporate rebranding and positioning including collateral design, technical marketing writing and production oversight
- IR support & PR management in multiple markets -> such as presentation developments, board of directors and scientific board relations management including annual board meetings
- Consumer relations – pre and post sale strategic account and training support of distribution partners, HCPs, and end users
- Web development, SEO/SEM, social marketing management
- Marketing budget and strategy development in collaboration with the executive team (last reporting to the Chief Commercial Officer of the company)

ScaleOut Software (technology innovator of distributed caching for server farms and compute grids).

Senior Marketing Manager | 02/2009 – 08/2011

Developed strategy and managed online and offline marketing initiatives to capture the .Net and Java audiences. Select responsibilities:

- Competitive positioning, audience segmentation, and lead generation through direct mail and incentive programs encouraging product trial.
- Online and print advertising media placement and campaign execution.
- Brand development and vendor management including identity system, web site redesign, new collateral such as sales materials, and tradeshow booth design.
- SEO/SEM.
- Involvement in the internal and external communication platform development, media and analyst relations management.
- Select Customers: Thomson Reuters, Home Shopping Network, AT&T, Novel Labs, Inc., London Stock Exchange.

Passage Events (*experiential marketing agency with an international reach, agency of record for Starbucks Coffee Corporation*).

Marketing Director | 12/2006 – 06/2008

Directly involved in shaping the corporate marketing department – responsible for marketing strategy and implementation, budget management, brand development, and external and internal communications. Select responsibilities:

- Developed strategy and oversaw corporate marketing and advertising campaigns including tradeshow participation, media relations development, placement of online and print advertisement, direct mail campaign execution, and new and existing client business development and retention programs.
- Collaborated with the sales team to develop digital and offline direct marketing campaigns focused on lead generation and data collection.
- Lead the brand standardization initiative, including crafting the company's mission and vision statements as well as website, brochure, sales tool kit and other marketing materials update and creation.
- Developed and implemented strategic online marketing plan - recommended short and long-term online lead generating strategies; Managed planning, implementation, and ongoing optimization of the online marketing campaigns, including display advertising procurement and implementation; Oversaw web redesign including landing and other page optimization; Worked with IT and web development team on web analytics and research to drive traffic from search. Launched the intranet initiative performing industry research and user group polls, outlined project goals and established project development committee.
- Assisted the CEO and CFO with investor and board of directors' presentations preparation, as well as provided other relevant executive communications support.
- Select Clients: Starbucks, Procter & Gamble, Nintendo, Nissan, Cargill, DIRECTV, Expedia, T-Mobile, Safeco Insurance, Constellation Wines).

NRT Inc/Coldwell Banker (*US largest residential real estate brokerage company and 12th largest corporate-owned commercial brokerage*).

Marketing Manager | 06/1997-01/2000

Promoted to NRT [Coldwell Banker's holding company] to direct web standardization on a regional level, following successful CB brand overhaul in Oregon. Hired by Coldwell Banker as part of its external marketing agency acquisition, continuing to serve as the principal aide to the marketing director, responsible for all day-to-day operations from marketing campaign strategy to design and production. Select Responsibilities:

- NRT Inc - Trained and oversaw web support staff - webmasters, technical support group. | Managed service providers for local and national web sites, internet audio & visual vendors. | Facilitated between clients and the company assuring resolution of any requests and escalations. | Coordinated further development of the site, including database and visual enhancements – updated layout design, prepared proposals, implemented changes, oversaw technical alterations.
- Coldwell Banker - Assisted in the 1999 marketing plan development and proposal, with major focus on budget requirements for the company's brand standardization. | Developed, designed and launched a new website for the Pacific Northwest - negotiated project objectives and terms with management; selected service provider and technical counsel; managed various existing vendors for transfer of data and sensitive company information; conducted focus groups, designed site layout; participated in project launch event by coordinating media presence and leading the unveiling ceremony. | Created advertising and marketing materials. | Managed media relations with regional and local newspapers and business publications.
- I Can Co. Marketing Agency - Assisted in launching a national company expansion campaign - conducted market research of target audience; generated corporate sales and marketing materials. | Maintained the full cycle of the monthly magazine production and designed advertising and promotional materials for clients such as Nike, Coldwell Banker, and Prudential Real Estate. | Designed and maintained company website. | Assisted in managing existing clients; networked to attract new accounts.

Verbis International (*language teaching, translation, and publishing agency*).

Consulting Marketing Director | 1995 – 1997

Assisted the founders in increasing the revenue on a limited budget by crafting a unique brand positioning and expanding local and national presence in the language market. Services included:

Developed and executed marketing strategy and plan; Customer segmentation; Competitive analysis; Mission and vision statements; Value proposition; Company positioning. | Created corporate and product branding; Advertising plan for traditional and gorilla campaign in the online and offline mediums. | Managed offline and online production including trade show and interactive promotions management as well as sales and marketing materials creation.

BRANDING and CREATIVE SERVICES:**McCann-Erickson** *(a global advertising agency, a subsidiary of the Interpublic Group of Companies)*

Art Director | 05/2001 – 03/2002

- Conceptually planned, designed and implemented national and international advertising campaigns.
- Worked with writers and designers to creatively express the client's concept.
- Selected and oversaw photographers and illustrators, design studio, and producers.
- Facilitated clients in brand building, strategic planning, market research and focus groups.
- Select list of accounts: Microsoft, Applied Materials, Blue Shield, Southcorp Wines, Del Monte Foods.

Independent Marketing Consultant | 2000 – 2006

- Advised on branding, marketing and advertising strategy.
- Designed and managed production of brand identity, advertising and marketing materials.
- Select Clients: Martin Selig Real Estate, Ad-Lib Creative, Cogint Technologies, Camp Kalsman, AACI, Chic Boutique, Card Central Inc.

ENTREPRENEURSHIP:**UnBoundParent.com** *(an online technology service for parents)*

Founder / Marketing Principle | 06/2008 – Present (currently suspended activity)

Identified a market need for a babysitting solution for busy parents; Built a five-person team consisting of the developers, sales/marketing and business council; Oversee the overall company strategy and vision as well as the consumer advocacy functions.

FENOMENA LLC *(an event and art production company)*

Founder / President | 11/2003 – 11/2006

Managed all aspects of the business including financial forecasting; sales and marketing; artist, partner and vendor relations; employee management; and client communications. Successfully scaled and sold the company in the fall of 2006.

EDUCATION:

- M.F.A. Advertising. Academy of Art University. San Francisco, CA. 2001.
- PRSA Certificate in Public Relations. Marylhurst University. Portland, OR. 1999.
- B.A. Art. Marylhurst University. Portland, OR. 1998.
- Biology (as part of a pre-med program). University of Rochester. Rochester, NY. 1993-1995.

AWARDS:

- Bronze Clio - Art Direction Advertising Campaign - 2000 Clio Awards.
- Merit Award - Art Direction Advertising Campaign - 2000 SF Ad Club Show.
- Merit Award - Public Relations Proposal - 1997 PRSA Spotlight Awards.

OTHER:

- Languages: English - native level. Russian - native level. Hebrew – conversational level.
- Competitive athlete for over fifteen years.
- References: upon request.