



Untapped Potential Inc.

Margaret B.

SUMMARY

Results focused marketer bringing creative energy and out of the box thinking to product or service. Tech savvy.

EDUCATION

BS | Marist College

PROJECTS

Tourcollegehoods.com | Owner

Identified niche segment in college search arena. Developed venture and site leveraging all aspects of inbound marketing. Created business strategy for launch.

Non-Profit Association | Co-Chair/Co-President

Cost effectively reduced budget to better serve constituents. Led committee chairs for annual events. Work closely with communication chairs to post events on Facebook to core audience to generate PR in a timely fashion.

Municipality | Marketing Director

Special Projects. Coordinator of annual Gala. Championed new marketing projects to expand multi-ethnic audiences. Collaborated with Development Director on fundraising initiatives and Public Relations firm on media pitches.

AWARDS / CREDENTIALS / HOBBIES

Licensed NYC Tour Guide.

Bronx Academy of Letters Mock | Volunteer

The New York Times Mentoring Program | Mentor

Marist College Reunion Committee | Member

Baruch College | Adjunct Professor

Alzheimer's Association | Panelist

World Traveler | 12 European countries, Japan and India.

SKILLS

	Sales
	Planning and Organizing
	Communication
	Tactical (Results Oriented)
	Technology

WORK EXPERIENCE

Culinary Conference Center @ Hudson County Community College/FLIK

Marketing Consultant

Market Launch. Conducted original competitive analysis (SWOT) that led to this new industry offering. Executed sales events and curated invite list. Attended industry trade shows. Managed site from inception through launch. Increased site traffic by 200%. Built relationships with social media influencers, maintained 3rd party websites and LinkedIn profile. Oversaw Constant Contact email campaigns growing contact list by 40%. Managed SEM/SEO vendor increasing lead pool 4X. Provided copywriting and managed media buying.

Linda Burhance Apparel

Video Producer

Produced, directed and edited 3 web videos promoting owner's best-selling books on arm knitting and arm knitting fashions. View videos: ([example 1](#)), ([example 2](#))

The New York Times

Direct Marketing Manager - Online Direct Response

Grew on-line acquisition by adding new on-line marketing company exceeding test projections by 40%. Tripled monthly sales projections in rollout. Expanded SEM/SEO programs doubling contribution to overall on-line goal. Worked with the data-mining group to analyze customer retention, define customer segments and optimize my campaigns. Led cross functional teams in using CRM techniques to track my business and make improvements.

The New York Times | Newspapers in Education (NIE)

Marketing Consultant

Coordinated interviews with teachers and administrators in elementary, high school and college levels to help restructure The NYT NIE programs.

Gold Group (Interactive Ad Agency)

Marketing Consultant

Developed online and social network marketing strategy for client's (Oxfam American Unwrapped) 2nd & 3rd Quarter Campaigns. Negotiated media buy that reflected a 14% savings. Drove 30 times more visits in a single day to Oxfam.

MARKETING CONSULTANT

Self-Employed

Brooklyn Academy of Music, Playbill & Toyota Comedy Festival and Photographer, [Lois Greenfield](#).