

Marilyn L. Troup

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PROFESSIONAL SUMMARY

Marketing and communication professional with extensive experience in web, branding, strategic planning and project management. Ability to apply both traditional and interactive communication methods to attract/retain customers and position products. Effectively leads cross-functional teams and builds strong relationships with vendors, partners and media. Exceptional computer, problem-solving and organizational skills.

PROFESSIONAL EXPERIENCE

Director, Marketing Communications; Commetrex Corporation (6/11 – present) Privately owned telecom technology (software & hardware) company that enables Fax over IP (FoIP) communications; Roswell, GA

- Develop strategic plans for global marketing efforts (web, SEO, SEM, SMM, email, events, product launches, public relations, media, advertising, competitive intelligence and sales tools)
- Streamline corporate branding and implement consistent look and feel across all communication vehicles
- Project manage tradeshow participation, including all logistics, marketing, communications and media relations
- Designed and developed new website in Wordpress CMS to improve user experience, reduce bounce rate, increase conversion rate and streamline site maintenance
- Manage SEO efforts and Google AdWords campaigns to increase site traffic and improve ROI
- Handle social media profiles and communications (Facebook, Twitter, Linked In, Blogspot)
- Compile, monitor and analyze analytics from all marketing vehicles to determine trends, strengths and weaknesses in marketing campaigns; adjust campaigns as needed to improve results/ROI
- Manage general CRM and track leads in Act database; use Constant Contact for emails and newsletters
- Oversee content and branding on sponsored fax community on TMCnet.com, a media marketing site
- Manage all marketing for sister company, NetGen Communications, including branding, design and development of new website, sales tools and product launch

Project Manager; Solar Velocity (5/10 – 3/11) Web design firm; Smyrna, GA (contract to hire)

- Managed client campaigns and served as account manager for larger clients
- Supervised design and development teams; assigned and managed daily tasks and deadlines
- Monitored the accuracy of all project deliverables, approvals, timelines and change orders
- Used customized SharePoint site and MyIntervals.com for all project management tracking
- Trained clients to use the Sitefinity CMS to maintain and update their new sites

Marketing Contractor; Bicycle Tours of Atlanta, NBA Research Group & Solar Velocity (1/09 – 4/10)

- Designed and produced logos, web sites (design and redesign) and marketing collateral
- Created and managed social media marketing campaigns (Facebook, Twitter)
- Provided SEO analysis and recommendations for clients' existing web sites
- Wrote and copyedited website content and marketing collateral
- Edited content and created graphics for websites using Sitefinity
- Designed and produced event programs for Art Partners of the High Museum of Art

Marketing Communications Director; AirSage, Inc. (1/07 – 12/08) High-tech start-up providing cellular-based traffic information for the ITS/telematics industry; Atlanta, GA

- Implemented new corporate branding strategy and identity across all communication vehicles
- Managed PR agency and campaign to increase awareness and brand recognition; resulted in 100+ media placements including articles in Newsweek, Business Week and Atlanta Business Chronicle
- Redesigned website, improved search engine optimization (SEO) and increased traffic by 500+%
- Project managed annual tradeshow exhibition, including signage, marketing and media; reduced costs by \$15K
- Conducted business development research, wrote business plans and managed responses to RFPs
- Developed and implemented marketing plan for launch of consumer product (marketing research, focus groups, radio ads, banner ads and website)

Senior Marketing Communications Manager (Promotion); BellSouth (4/01 – 8/03) Atlanta, GA

- Developed strategic plans for marketing telecom products that included product life cycle/TALC forecasting
- Planned and managed multiple customer events as part of retention and acquisition efforts
- Initiated highly successful integrated print and interactive advertising campaigns generating revenue of up to \$2.3 million and exceeding revenue objectives by as much as 920%, per campaign
- Led cross-functional teams in the development and execution of product launches and integrated marketing
- Worked with partner companies, legal and intellectual property departments on co-branding/co-marketing efforts
- Developed relationships with key industry analysts (Yankee Group, Forrester, Gartner) and served as point-person for competitive intelligence and regulatory impacts on telecom
- Managed \$15 million department budget, advertising agencies, MarCom Managers and project timelines

Marketing Communications Manager (Production/Project Manager), BellSouth (7/99 – 4/01) Atlanta, GA

- Managed production of print and electronic sales collateral, websites, HTML emails, Flash and CD presentations, videos, direct response/mail campaigns and events
- Directed and managed external vendors, freelance workers and project managers in the successful completion of integrated marketing programs
- Enforced proper usage of the BellSouth brand and adherence to intellectual property standards

Internal Communications Manager (Contractor), BellSouth (1/98 – 7/99) Atlanta, GA

- Wrote communications plans and developed printed communications for employee incentive programs
- Conducted primary research of internal communication vehicles and their use by employees
- Served as editor for monthly newsletter, including developing editorial calendar, scheduling interviews for authors, editing all articles, managing layout and coordinating printing/fulfillment

Marketing Coordinator, Byers Engineering (6/96 – 1/98) Information Systems division; produces GIS software for the utility industry; Atlanta High Tech 50 Company; Atlanta, GA

- Redesigned and maintained corporate web site
- Wrote, designed and published marketing materials (brochures, sales sheets, case studies)
- Edited and published quarterly newsletter (brought design in house, saving over \$10K per year)
- Wrote press releases and journal articles
- Project managed logistics and marketing efforts for trade shows and customer events

AWARDS

- 2005: Bravo Award for rebuilding BellSouth Market In\$ite [sic] Intranet site
- 2004: Silver B2B Horizon Interactive Award for BellSouth and MSPP Technology flash/web design
- 2003: Bravo Awards for implementing long distance regulatory compliance procedures and for strategic development and implementation of the e-Repair online trouble ticket submission and tracking system
- 1999: BellSouth department head award for work on frame relay product marketing

VOLUNTEER EXPERIENCE

- Silent Auction Chair for *The Big Finish*, High Museum of Art (HMA) annual wine auction fundraiser (FY09)
- Member of the Board of Directors (FY06-08) and Executive Committee (FY07) of HMA
- Member of the Board of Trustees of the Woodruff Arts Center (FY07)
- Past President (FY08), President (FY07) and President Elect (FY06) of Art Partners of HMA
- Vice President of Communications, Art Partners of HMA (FY05)

EDUCATION

- M.S., Mass Communication; Florida State University, Tallahassee, FL
- B.B.A., Marketing, minor in art (commercial design); Stetson University, DeLand, FL

TRAINING & CERTIFICATIONS

- Inbound Marketing Certified Professional, 2009 (SEO, social media marketing, email marketing, etc.)
- Courses: Project, Photoshop, Dreamweaver, Internet and Interactive Advertising and Dynamic Web Content
- Google AdWords Certification in progress

For more information and work samples, visit www.marilyntroup.com or www.linkedin.com/in/mltroup.