Name

phone | email | LinkedIN URL

**Marketing and Communications Manager**

B2B marketer delivering innovative, multi-channel marketing campaigns which drive brand, relationships, and revenue. Recognized for ability to work across disparate businesses, earning buy-in from multiple leaders and competing stakeholders. Key skills include:

Event Planning | Social Media | External Communications | Internal Communications | Public Relations | Budgeting

**Professional Experience**

**Deloitte Services LP, City, State YYYY – present**

**Marketing Manager, YYYY-present;** Marketing Consultant, YYYY-YYYY

Manage strategic, market-facing programs for multiple business lines, supporting a practice of 2000+ professionals, $500M+ annual revenues, and marketing budgets of up to $XM.

* Advised leaders on defining marketing strategy, objectives, and goals. Identified synergies across business lines to maximize market-facing opportunities.
* Managed various marketing budgets. Tracked budget-to-actual performance, analyzed variances, developed forecasts and spending allocation reports, and coordinated with finance team.
* Managed and contributed content to various Deloitte social media accounts across platforms including LinkedIn, Instagram, Facebook and YouTube.
* Designed and facilitated social media training to help leaders build their brand and external eminence.
* Assisted national Public Relations team on various requests including aligning leaders and providing talking points for coverage in *The Big Street Journal*, *The City Times, XYZ News in the Morning* and *Consulting* magazine.
* Built and managed Deloitte.com content, driving awareness and leads; increased visits by XX% with thought ware-driven campaigns and search engine optimization techniques.
* Planned and managed 20+ in-person events for 100-500+ attendees and budgets of $XX+; collaborated with external vendors, managed timeline and costs, event promotion, registration and reporting/metrics.
* Managed webcasts and podcasts reaching 2000+ targets; collaborated with vendors, speakers and Deloitte production team.
* Authored internal communications in the voice of leadership on business, industry and talent topics.

**Education**

**Bachelor of Arts, Marketing & Communications,** Bigtime University, City, State

**Civic Involvement**

Big City Marketing Association, Membership Committee Leader, YYYY-present

XYZ Non-profit for Kids, Tutor and Volunteer Leader, YYYY-present