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Marketing strategist with over 16 years of data-driven integrated marketing communications experience in high tech, pharma/biotech & business services; seeking opportunities with innovative, customer-centric organizations that challenge status quo.

Skills Summary:

- Solutions-based expertise focused on working with clients through discovery, planning/strategy, implementation and measurement phases
- Highly skilled in planning and executing broad-based integrated marketing strategies to include traditional, on-line (10+ years of on-line experience), and social media
- Possess a verifiable track record of originating on-line marketing initiatives that have resulted in record high lead generation and web traffic numbers
- Content creation expertise (incl. blog posts, e-newsletters, best practices articles/white papers, and news releases) to educate community while building thought leadership
- Business development capacity in technology incl. web-based messaging services (email, voice, SMS) and CRM
- Have serviced over half dozen clients on consultative basis for past five years
- Experienced managing \$500K+ marketing budgets
- Served as monthly blog contributor on AMA Boston, Member of AMA, SOCAP New England Board of Directors, and former co-founder of B2B Blog *B2BVoices*; Co-founder & moderator of #IMCChat on Twitter; personal blog at www.annabarcelos.me
- Proficiency with social media networks, specifically Twitter, LinkedIn, and Facebook
- Proficient in MS Office, Adobe Photoshop & Dreamweaver CS4 suite, Tableau (data analysis & visualization), ACT, Goldmine, OpenBOX CRM and WebLaunch, Constant Contact, Salesforce.com. Possess working knowledge of HTML, XML, SQL, SPSS, Tableau and content management system Wordpress

Professional Experience:

Mercury (Pawtucket, RI)

2009 – 2010

Director Marketing Strategy & Analytics

A \$10M company with 50 employees specialized in marketing services including data/analytics, direct marketing, print & mail

- Established and managed \$100K marketing services business
- Presented new business model to existing and new clients
- Worked with high-profile clients including AAA and Cox Communications to create customer acquisition, retention and engagement strategies
- Generated numerous proposals & data and marketing strategy briefs to clients and prospects
- Conducted presentations and thought leadership information (blog posts, etc.) on best practices of data-driven integrated marketing strategies
- Co-founded #IMCChat Twitter social media chat to address challenges and best practices in integrated marketing communications (IMC) in today's social landscape

OpenBOX Technologies/Business Link International (Providence, RI)

2004 - 2009

Director Marketing & Business Development

A \$4M company with 50 employees specialized in messaging services (email, voice, survey, fax, SMS) and CRM and enterprise software for both B2B and B2C industries

- Assumed business development responsibility for both BLI and OpenBOX; established key relationships in new B2C vertical markets bringing in high profile accounts including Cadbury and SafetyCall (call center for consumer brands incl. Bayer and Church & Dwight Co.)
- Planned and implemented overall marketing strategies
- Established and implemented marketing strategies for sister companies to grow both customer relationship management (CRM) software and communications services (email, fax, voice, survey, text messaging) businesses
- Oversaw marketing efforts for product launches [brought 3 CRM (customer relationship management) products to market]
- Implemented BLI web strategies that consistently generated quality leads and resulted in over 100 new accounts per year
- Launched OpenBOX marketing strategies, generating 283% more leads over previous year (2004-2005) and resulting in \$1.2M in new CRM software business
- Founded OpenBOX Marketing Intelligence Group (OMIG) - a web site containing know-how, industry best practices and resources for marketers.

- Created email marketing strategies, leveraging data & analytics to develop targeted campaigns that accelerated lead qualification for the sales team
- Served as the Editor of a monthly e-newsletter focused on increasing business and building product awareness (saved thousands in marketing expenses while growing list from 900 to over 6K in less than a year)
- Created search engine optimization (SEO) and web content development strategies that doubled web traffic
- Developed effective marketing tools increasing sales force productivity and helping close deals
- Served as marketing automation software product specialist responsible for new product features, demonstrations, and presentations

Tekcel, Inc (purchased by Hamilton) (Hopkinton, MA)
Marketing Communications Manager

2001 - 2004

A \$15M pharma/biotech equipment provider with 60 employees specialized in compound storage and management solutions for pharmaceutical companies and biotech organizations

- Managed marketing communications strategy and budget
- Developed an organizational plan, including policies and procedures to include managing a departmental budget of over \$300K
- Generated, cultivated, and maintained relationships with notable industry agencies, publication editors, and contacts, while collaborating extensively with PR and advertising agencies to drive brand awareness
- Prepared and delivered web-based and e-marketing campaigns, while facilitating tutorials, workshops, press conferences, and meetings to generate new leads
- Drove business from startup to leading industry player through use of broad-based marketing initiatives (advertising, event planning and seminar participation, public relations and online marketing channels)
- Led all marketing initiatives supporting key co-marketing alliances, creating significant increase in brand exposure
- Supported sales team contributing to a 60% increase in revenues from 2002 to 2003 (approx \$2M)
- Created database of over 4K leads with over 100 editorial contacts in the first year

Eastern Edge Inc./ e-Trax, Inc., (Westborough, WA)
Marketing Associate

2000 - 2001

A \$2M software VAR specialized in selling ERP and manufacturing software to manufacturing companies

- Led all of the company's marketing efforts to include producing high impact product identity materials, including logo, web site, and marketing collateral
- Co-founded e-Trax, Inc, a new employee training tracking software that was later sold to Circumference Technology Services (Canada)
- Assisted the President with product development, launch and promotion
- Served in a Project Manager capacity for outsourced initiatives, selecting and managing vendors, authoring requirements documentation, and ensuring timeliness and quality of deliverables
- Developed and executed product marketing plan under <\$25K to include developing the corporate website and using extensive low-cost marketing and promotional opportunities to achieve significant cost savings

Professional Affiliations:

- AMA, SOCAP New England, MarketingProfs

Education

B.S., Business Administration (concentration in Marketing), Sociology minor, Bryant University (Smithfield, RI) 2002