

MANDY PRIEST ARNOLD

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MARKETING / INTERACTIVE / COMMUNICATIONS / BRAND MANAGEMENT / PUBLIC RELATIONS

Accomplished industry professional offering a proven track record of experience developing and implementing strategic marketing campaigns and communications programs that deliver results. Ability to develop effective strategies to influence stakeholders, opinion-leaders and decision-makers. Strong public speaking and presentation skills. Adept with all phases of team management. Sound leadership skills. Recognized for professionalism and technology competence. Areas of expertise include:

- ◆ *Integrated Marketing & Metrics*
- ◆ *Strategic Positioning*
- ◆ *Public Relations & Affairs*
- ◆ *Business & Team Management*
- ◆ *Online Marketing & New Media Communications*
- ◆ *Brand Management*

PROFESSIONAL EXPERIENCE

MOXIE

2008 - Present

Strategic Business and Brand Consultant (*part-time*)

- Provide senior level consulting services for key clients and firm's own approach to market strategies to achieve leadership position;
- Advise on and write business, marketing and communications plans in support of client sales and awareness goals;
- Conduct market research, including competitive analysis and audience perception studies;
- Support and advise strategic public relations efforts for firm and clients to achieve desired market perception; and
- Assist in brand assessments and develop strategic positioning platforms.

LIGHTSTYLES, LTD/MARVIN WINDOWS AND DOORS

2007 - Present

Director of Marketing

- Member of the Regional Marketing Council for Marvin Windows and Doors representing the largest sales distribution network in the United States guiding national marketing tactics;
- Oversee staff and regional management of national marketing and targeted sales outreach campaigns across seven states including new product launches and reintroductions;
- Oversee and manage more than 1.5M in annual marketing budgets;
- Train and consult retailers on appropriate market strategies by niche segment and guide appropriate marketing plans for trade and consumer markets;
- Launched social media campaigns across Twitter, Facebook, Flickr, YouTube, in addition to other online vehicles and advise on national social media efforts for family of luxury brands;
- Identify new trends and market opportunities, and evaluate appropriate actions to be taken with both sales and marketing;
- Manage all marketing projects, budgets and delivery schedules for on-time delivery and desired results;
- Work with senior management to develop business strategies and supportive marketing tools to drive sales opportunities; and
- Provide added value through consultant services to trade customers on building business and growing market share.

SACUNAS STOESEL

2004-2007

Account Director

- Development and execution of strategically integrated marketing campaigns including Mount Nittany Medical Center, Community Services Group, PMSLIC, Sheraton Hotel and Modern Transit Partnership;
- Drove online marketing efforts for clients and company listservs (a.k.a. email marketing);
- As resident Web guru, implemented new Web analytics, new media strategies, SEO and interactive marketing tactics;
- Oversaw commercial and video production including script writing and executive coaching;
- Conducted brand research, competitive analysis, communications audits and messaging in development of new brands for various clients including Mount Nittany Medical Center and Community Services Groups;
- Managed all creative design and advertising for both traditional and nontraditional mediums to align with clients' brand messages and goals;
- Worked with executive team on income projections and profitability, company positioning, marketing and sales efforts;
- Managed crisis communications, messaging and executive media training;
- Wrote/edited copy for case studies, marketing and sales materials, press releases, media pitches and advisories, public service announcements and business materials;
- Secured national and regional media delivering key messages, coached and trained clients for media opportunities;
- Managed positive media exposure of by-lined articles and speaking opportunities for owner and president at the local, regional and national levels; and

- Oversaw all quality controls and staff training, developed and implemented new account management systems to streamline information and maximize staffs' time.

PA STATE NURSES ASSOCIATION

2002-2005

Director of Marketing Communications

- Developed, executed and evaluated (through extensive communications audit) a complete 12-month repositioning campaign and membership growth strategy;
- Created purposeful and positive awareness-generating media campaigns, press releases and op-ed placements in major healthcare publications; developed and managed media contacts and government relations; wrote and edited all outgoing speeches, testimonies, position statements, quotes, press releases, articles and marketing copy; created all SOPs relative to media and outreach campaigns; developed user-friendly resources for affiliates – ensuring consistent brand equity;
- Proactively evaluated and forecasted all possible outcomes for highest ROI on investment for community, political, governmental, affiliate and outreach relationships;
- Worked side-by-side with executive staff and BOD, building and establishing organizational and communications strategies;
- Generated non-traditional revenue (i.e. Web site, sponsorships, grants, annual events, online store, etc) to increase income, and reduce costs through constant monitoring and evaluation of returns.

DRAFT WORLDWIDE, INTERPUBLIC GROUPS, Baltimore, MD

2001-2002

Marketing Manager (laid off)

- Provided strategic leadership and direction for new and current product lines for developing brand awareness opportunities and achieved increased market share for key national brands, including Hair Cuttery, Under Armour, DeWALT and Sylvan Learning Center.
- Secured key media placements in *WSJ*, *USA Today*, *Today Show*, *Advertising Age*, *Washington Post*, *Women's World*, *Fitness Magazine*, *Cigar Aficionado* and many more;
- Conducted extensive media training sessions;
- Responsible for all internal and external communication; negotiated client sponsorships and contracts;
- Organized and implement promotional programs and campaigns at regional level;
- Managed/mentored staff of fifty; ran client budgets and reporting to HQ; and
- Surpassed quantity and quality goals set by client standards and expectations.

ANHEUSER-BUSCH, INC., Dutchess Beer Distributors, Poughkeepsie, NY

1996-2001

Contemporary Marketing Manager; 11/99-12/01 (moved out of state)

- Maintained direct reporting functions to the *On-Premise Marketing Manager* and *Sales Manager*;
- Consulted and advised sales staff on business opportunities and related strategies to enhance client relations, increase market share and promote positive product image;
- Represented Anheuser-Busch through media relations, community, sports sponsorships and affiliations; and
- Served as *Consumer Awareness and Education Coordinator* responsible for building community relations, providing educational awareness relative to alcohol consumption.

BOARDS/AFFILIATIONS/MEMBERSHIPS

Regional Marketing Council for Marvin Windows and Doors, 2007- current seat

Historic Harrisburg Association, board member

York Habitat for Humanity, board member and marketing chair

YorIT, grant making co-chair

Downtown Inc, marketing chair

Broad Street Market, marketing committee

National Association of Home Builders, member

Public Relations Society of America, member

York Home Builders Association, member

Radiology Business Management Association Marketing Council, 2007

EDUCATION

B.A., Communications, Towson University, Towson, MD

Graduate Certificate in Strategic Public Relations and Integrated Communications, Towson University, Towson, MD

M.S., Communication Management, Towson University, Towson, MD – Thesis to be completed winter 2010

Additional information available upon request, including Significant Career Highlights overview.