

# CHRISTINA MOTLEY

4820 Smith Creek Parkway #104  
Raleigh, North Carolina 27612

919. 208.0963  
Christinamotley2011@gmail.com

## INTEGRATED MARKETING / WRITING / COMMUNICATIONS DIRECTOR

*Corporate Marketing – Internal/External Communications – Award-winning Writer/Editor*

### PROFESSIONAL PROFILE

#### Developer and Implementer of Innovative Corporate Marketing and Growth Strategies

Bold and enterprising marketing leader with outstanding career achievement track record in marketing, communications, public relations and innovative branding campaigns. Focuses on the acquisition, expansion and retention of clients to exceed marketing and business plan goals. Delivers integrated and highly effective marketing programs. A clear communicator of company brand attributes and brand promise with an objective of maximizing client retainment/acquisition levels.

#### Valuable and Experienced Team Leader and Team Builder

Proven leader with track record for taking ideas from concept to creative, effective, profitable and productive solutions. Experience in advertising and media, maximizing capture of new market share and niche industries. Highly developed organization and multi-tasking skills. Self motivated, team player and innovative problem solver. Builds successful marketing teams through a mentoring leadership style. Inclusive, encouraging, empowering, results focused leader. Encourages a fun, productive, challenging environment; champions team members to win major accounts, lead accounts to successful outcomes and creates engagement with targeted audiences.

#### Content Development, Writing and Editing

Highly experienced in the organizational launch of new products, promotions and advertising campaigns, including website marketing and external communications. Skilled in copywriting to drive engagement, as well as leveraging messages across channels such as online media, blogs, targeted email campaigns, ecommerce, sales promotions, newsletters, publications, whitepapers, annual reports, RFP's, direct mail, collateral materials, interactive, visual/audio presentations, eBlasts, newsletters. Confident and dynamic public speaker and compelling presenter; proactive and ethical in the practice of campaign measurements and ROI.

### CORE COMPETENCY AREAS

MARKETING SKILLS OVERVIEW	MANAGEMENT STRATEGIES	PERSONAL ATTRIBUTES
Corporate Internal & External Communications / Strategic Marketing Planning & Implementation Content Development & Editing Market Research Analysis / Training / Marketing Campaign Development / Advertising / On & Off-line Marketing / Branding / Community & Media Relations / Networking / Corporate Communication Liaison	Campaign Leadership / Special Event Manager Team Leadership / Program Leadership Team Training / Supervision / Evaluations Account Management / Account Executive New Business Development / Cross-Functional Team Liaison Collaborative Team Player Problem Resolution Management	Entrepreneurial Attitude Toward Assignments Integrity / Accountability / Ambition Exceptional Interpersonal Communication Skills Relationship Capital Broker Human Systems Networking Engineer Results-Oriented Philosophy Award-winning Writer / Editor Excellent Presenter/Public Speaker

### FORMAL EDUCATION / AFFILIATIONS & DISTINCTIONS

VIRGINIA TECH, Blacksburg, VA <b>B.A. in Communication Studies (Journalism) and English</b> <b>Adjunct Faculty – Department of Communications</b> <b>Advanced Media Writing, Spring 2005</b>  ROANOKE REGIONAL CHAMBER OF COMMERCE LEADERSHIP PROGRAM   <b>Selectee &amp; Graduate</b>	» <i>The Greater Roanoke Region – Author – Riverband Books 1998</i> » <b>Founder, Editor, Writer</b> to award-winning local, national & international publications: <i>Virginia Business, Blue Ridge Business Journal, Office Solutions, Carillon's Connection, To Health &amp; Self Employed Professional</i> » American Marketing Association - Member » The Communications Network - Member » Public Relations Society of America - Past Board Member & Award Winner » National Federation of Press Women– Member, Award Winner » International Association of Business Communicators – Past Member » Virginia Tech Communications Alumni Board – Founding Advisory Member » Girl Scouts of America – Gold Awardee and Lifetime Member » Professional Women Resources, Roanoke, VA – Founding Board Member
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## PROFESSIONAL EXPERIENCE

VISIONPOINT MARKETING, Raleigh, NC; **Account Manager** (March 2011-September 2011)



**Managed and executed the direct oversight of VisionPoint's larger higher education integrated marketing account (NC State Jenkins MBA).**

- **Key Account Leader...**Served as team lead of agency's premiere account; developed annual strategic marketing plan and allocated budget across channels; collaborated with management to maximize marketing programs, campaigns and value-adds. Tactical administration of targeted, interactive, integrated, on- and off-line external marketing communications resources. Successfully managed, directed and led several of VisionPoint's major accounts. Successfully managed/directed Boston College Carroll School of Management annual social media plan; increasing Klout score by 94% over 5 months through engagement; increased Facebook likes by 47% and targeted/relevant followers by 101%. Oversaw website development/launch of Raleigh's new mayor, [www.nancymcfarlane.com](http://www.nancymcfarlane.com).
- **Team, Reputation and Revenue Focused...**Ensured team delivered quality work and unparalleled customer service to help clients achieve their targeted business goals and objectives on time and on budget with the greatest ROI. Built and fostered relationships of trust with internal/external audiences. Contributed to marketing the company through blogging, writing case studies and attending key community/client/industry events. Developed new and repeat business opportunities, increasing company revenue stream. Implemented new processes to streamline efficiencies and increase profitability.
- **Market Strategist...**Identified, developed, and evaluated marketing strategy based on knowledge of target audiences, objectives, market characteristics and budgets to deliver greatest ROI. Introduced and created new processes, including a new internal style guide and social media policy.

DANVILLE REGIONAL FOUNDATION, Danville, VA; **Director of Marketing & Public Relations** (2010)



**Developed broad identity/templates for internal and external communications. This included a tagline, 30 & 60 second elevator speeches, brand, logo usage, communication style guide, fact sheet, presentations, marketing guidelines for grantees, writing for public speaking training and tools for communication action plans for program initiatives.**

- **Strategic Marketing and Planning...**Researched, developed, established and delivered strategic, integrated 5-year marketing plan with qualitative and quantitative metrics to increase awareness of DRF, its programs and grantees in the areas of healthcare, economic development, education/workforce.
- **Traditional and Social Media Development...**Successfully built relationships with media, turning negative publicity into regular positive coverage in all regional outlets. Created online, opt in mailing list of 700+ subscribers for a new bi-monthly ezine and regular e-blast news alert. Created and executed the launch of DRF's comprehensive Social Media marketing efforts. Provided strategic marketing support and advisement to CEO, board of directors and multiple grantees.
- **Event Coordination...**Coordinated critical events: groundbreaking ceremonies, open houses, community health fairs. Doubled the capacity of Speaker Series event by reaching maximum capacity of 550 reservations (previous year had only 250 participants).
- **Dramatic Web Improvements...**Provided multiple website enhancements (content, design, SEO) while maintaining a dynamic website, increasing traffic, length of stay and other key Google Analytic metrics.

INDEPENDENT WRITER & MARKETING CONSULTANT, Roanoke, VA; **Writer & Marketing Consultant** (2008-2010)

**Led, drove and directed inside sales project resulting in 475 calls, \$15,000 in revenue stream growth and reaching 14% of decision makers.**

- **Content Development and Writing...**Created, managed, developed and led the marketing and strategic plans for B2B, B2C, and non-profit clients. Served as a contributing writer/ghostwriter for various social media outlets and print publications covering such topics as technology, business and marketing trends.
- **Project Management and Web 2.0 Media...**Provided social, new/digital media, public relations, ecommerce, marketing, SEO, writing, inside sales, project management and consulting services for clients in industries such as: technology, healthcare, staffing, event design, software as a service (SAAS) providers. Through website metric analytics, successfully generated 180 views within 24 hours and 300+ views within a week of post for Handshake 2.0, becoming the 2<sup>nd</sup> top performer in the company's history.
- **Business Development-Revenue Increases...**Executed the increase of revenues 15% for an Information Technology (IT) organization by researching needs and up selling of SEO and other web strategies. Served as a project manager for over 30+ clients and creative team of 10 various website designers and programmers. Successfully increased client sales revenue through targeted marketing campaigns. Developed and executed strategic and forward-thinking marketing campaigns in key markets driving sales growth in each.

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## PROFESSIONAL EXPERIENCE

DATATEL, INC., Fairfax, VA; **Product Marketing Manager (2007-2008)**



**Direct all on- and off-line marketing, advertising, communications, tradeshow, events and public relations for \$3+ Million product revenue stream.**

- **Lead Generation – Dramatic Client Adoption...** Developed, oversaw and initiated the strategy and oversight implementation of all on- and off-line marketing and communication tactics for three core higher education software products and services. Utilized strategic planning to ensure the profitability of products, lines, or services, monitoring market trends.
- **Strategic and Immediate Marketing Plan Gains...** Created and administered internal and external strategic marketing plan of new product launch (Institutional Advancement / Fundraising) and roll out plans, resulting in 71% client commitment/adoption and sales to 21 new accounts within 18 months. Provided new business oriented methodology to place a \$300,000+ media budget within the product marketing procedures and policies. Successfully generated over 500 qualified leads.
- **Marketing/Sales Support Increases...** Created, managed, executed and established annual integrated marketing communications plans for key products with seven affiliate technology partners. Communicated the value proposition of Datatel, Inc. products to departmental teams and develop the marketing tools that support the selling process of the products.

ADVANCE AUTO PARTS, Roanoke, VA; **Marketing Manager of Corporate Communications (2005-2006)**



**Led the direction of communication and coordination of corporate donation response to assist employees affected by Hurricane Katrina, Rita, and Wilma – raising over \$750,000 in matching employee donations within a year.**

- **Powerful Marketing Communication Wins...** Successfully executed and established a new Internal Communications Department that included policies, staffing and priorities; this led to the management and development of all internal on- and off-line communications for 43,000+ team members. Developed and implemented industry line of business messaging system by integrating Public Relations and marketing communications activities.
- **Fundraising/Corporate Responsibility Win...** Led and surpassed a social change/charitable campaign and broke Advance Auto Parts' record by raising over \$1 Million for United Way through an aggressive, integrated internal marketing campaign
- **Business Strategy and Complex Issue Solutions...** Integrated and developed processes that met business needs across functional areas. Provided internal communications counsel to and content development for Executive Leadership Team.
- **Lead Communications...** Strategically increased readership by 40% through redesigning quarterly employee magazine and e-newsletter. Executed and directed internal communications audit with outside supplier. Served as Lead Communicator for transition of healthcare providers and corporate move. Increased EAP usage by 3% in addition to enrolling 250 new direct deposit users.
- **Multi-Cultural and Bi-Lingual Adaption...** Established, managed, developed and directed an internship program. Developed new communication tools to reach the logistics team; this led to Spanish version for team members in Puerto Rico.

O'CONNOR GROUP, Roanoke, VA; **Vice-President Marketing, Communications & Public Relations (2003-2005)**



**Successfully created SOP and employee handbook to improve efficiency, strengthen profitability, increase billable hours by 12%, exceed annual sales goals by 50% and implement corporate transparency policy.**

- **Major Account Management and Media Coverage...** Managed all account services for key clients: Virginia Tech, Roanoke County Economic Development, Roanoke Opera, Member One Credit Union and others. Garnered \$18k in media coverage to build agency brand. Led the transition efforts of merger with Serendipity Communications. Managed full marketing development team of 15 employees.
- **Key Client Leadership Wins...** Established/managed the public relations division that included securing Virginia Tobacco Commission as a key client and delivering an ROI of 178% or \$35,000. Earned coverage of press conference from 67 media outlets, garnered attention from 21 countries and 12 states excluding Virginia. Executed the successful direction of a multi-faceted, mixed media, award-winning marketing programs that generated sales increases of 27% within 8 months.

SERENDIPITY COMMUNICATIONS, INC., Christiansburg / Blacksburg, VA; **CEO & Founder (1992-2003)**



**Launched business and directed operations of integration marketing communications - \$550,000 in annual revenue.**

- **Multi-Client Leadership...** Served variety of clients (B2B, B2C, government, healthcare, higher education and non-profit) in marketing and communications strategies and tactics. Increased business revenues 30% year-over-year from 1999-2003 with the intent of selling.
- **Sales Driven Key Account Wins...** Increased sales 27% and fundraising gifts by 131% for clients through single and multi-faceted, mixed media and award winning campaigns. Managed key accounts: Virginia Tech, Carilion Health Systems, Electro-Tec.
- **Crisis Communications...** Created an integrated public service campaign within 24 hours of hire for the Town of Blacksburg. Within 6 weeks, public perceptions turned from negative to positive; community citizens were engaged and positive press earned.