

TONYA CARDINALI

marketing director

PROFICIENCIES

- Marketing Management
- Digital Marketing
- ROI Generation
- Profit Maximization
- Brand Building
- Project Management
- Business Development
- Account Management
- Media Relations
- Communication Planning
- Program Development
- Budget Development
- Strategic Planning
- Contract Negotiations
- Employee Management
- Social Media Management
- Digital Advertising
- E-mail Marketing
- Campaign Metrics
- Data Analysis
- E-commerce
- Consumer Segmentation
- Marketing Analysis
- Team Collaboration
- Executive Collaboration
- Product Development
- New Product Launch
- Geotargeting
- Demographic Targeting
- Marketing Automation
- Gamification

SOFTWARE SKILLS

- HubSpot
- Microsoft Office Suite
- Adobe In-Design
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat Professional
- Salesforce
- Goldmine
- MicroStrategy

SUMMARY OF QUALIFICATIONS

Innovative, self-motivated, skilled professional seeks *fast-paced* position within dynamic, high growth organization that welcomes *fresh ideas*, dedication, and experience. Exceptional ability to work under high pressure, offering **18+ years of Marketing and Business Development experience**, with proven ability to *increase revenue* and build high-level *experiences*.

EMPLOYMENT HISTORY

DATA AGE BUSINESS SYSTEMS – Tampa, Florida

SaaS Software Company

August 2015–Present

Marketing Director

KEY ACCOMPLISHMENTS

- Increased web traffic through search engine optimization (SEO) and content marketing strategies by 37% YoY and 48% over a two-year span
- Generated demand through AdWords and SEO that attributed to approximately 23.5% of overall monthly sales
- Increased AdWords conversions 47.4% while reducing the cost per conversion by \$1.67 YoY
- Quadrupled organic Facebook reach YoY with content strategies that included partnerships with other industry vendors to provide quality content for customers and prospects
- Increased Facebook page likes by 22% YoY
- Named Employee of the Year for 2016 and Employee of the Quarter for Q2 2016
- Won Most Innovative Trade Show Booth in 2016

RESPONSIBILITIES

Created, implemented, and managed content marketing plan including blog, website, and social media. Managed online reputation by soliciting positive reviews from customers and employees on Facebook, Google, Capterra and Glassdoor. Monitored social mentions and activity to ensure timely responses, identify sales opportunities and identifying issues early on. Analyzed trends in data to make recommendations for continuous improvements. Implemented HubSpot for lead generation, content marketing, landing pages, marketing automation campaigns. Managed workflows in a fast-paced environment for a team of designers using Agile marketing. Collaborated weekly with the Executive team on performance of digital media, and development and implementation of strategies.

- 69% increase in blog views YoY
- 30% increase in website leads YoY
- Ran Facebook ads to generate awareness and leads to targeted lists including custom audiences
- Developed drip marketing campaigns for all stages of the sales funnel
- Managed tradeshow messaging and preparation
- Generated targeted e-mail promotions that increased open and click-through rates, doubling monthly add-on sales and increasing new business
- Wrote and edited company blog; collaborating company-wide to generate content that increased organic SEO results
- Facilitated new product strategies from product conception to launch and ongoing awareness
- Lead naming convention, rebrand and launch strategy for cloud-based eCommerce software acquisition

SYKES ENTERPRISES – Tampa, Florida

Business Process Outsourcing Company

Director, Global Strategy Brand Marketing & Public Relations

November 2013–August 2015

KEY ACCOMPLISHMENTS

- Worked with a global team to facilitate a complete brand overhaul including all channels
- Researched, planned, negotiated and implemented employee communication and engagement tool solution, cutting costs by 50% from previous tool
- Conceptualized a unique sales tool to be built so sales team could customize presentations on the fly
- Worked with R&D Team to create a theme and benchmarks, and implemented gamification portal to improve performance and sales among Agents

RESPONSIBILITIES

Lead corporate branding efforts. Coordinated projects, including managing timelines and monitoring project costs. Allocated appropriated resources for all creative assignments. Collaborated on copy, layout and direct response format. Evaluated concept performance results.

- Lead global brand management teams in the conceptualization and design of campaigns and projects including providing creative direction and inspiration to team
- Developed and executed plans supporting key initiatives and programs within the business
- Supervised, supported, and inspired internal and outsourced resources for art, copy, and strategy management
- Developed creative assignment plans to convey goals, objectives and deadlines
- Directed creative resources to develop effective creative concepts to meet marketing strategy objectives
- Provided leadership and direction on branding services, story ideas for internal communications and sales and marketing projects
- Provided creative leadership to new products and business opportunity development

VALPAK/COX TARGET MEDIA – Largo, Florida

Direct Mail Marketing – Print Industry

Digital Product Manager

July 2011–March 2013

KEY ACCOMPLISHMENTS

- More than doubled product implementation/franchise adoption goals. **Goal:** 20 franchises **Actual:** 44 franchises
- Implemented programs to increase consumer acquisition and retention via e-mail, social, mobile, online experience, etc.

EDUCATION

Youngstown State University
Williamson School of
Business Administration
AACSB Accredited

Degree:

Bachelor of Science in
Business Administration
2004

Combined Major:

Advertising Art

PROFESSIONAL MEMBERSHIPS

- **Board of Directors**
Simply Hope
- **Member**
Florida Museum of
Photographic Arts
- **Member**
Photographic Arts Society

PROFESSIONAL DEVELOPMENT

- Leadership Development Program
- Agile Training — Scrum Training for Product Owners
- Florida HAZMAT Training and Certification
- Adobe® Photoshop® CS4 Down & Dirty Tricks Seminar
- PTEC — Intermediate Excel Training
- Power Home Health Referrals – Referrals Conference
- Workforce Education—6-week sign language course
- SkillPath Seminars— Business Writing & Grammar Skills Made Fun and Easy
- SkillPath Seminars—The Conference for Women

- Managed e-commerce enhancements that improved retention rates from 11% to 24% return customers
- Improved Online traffic through SEO, SEM AdWords and remarketing campaigns, and other content strategies
- Reduced costs by more than 400%, generating a positive revenue flow for a product that was previously losing money month-over-month

RESPONSIBILITIES

Developed new media/digital product line to meet departmental and organizational goals, sales plans/strategies and customer needs. Assisted in developing digital product and service concept recommendations which articulate the market, financial and corporate opportunity. Built digital product expansions for new media products including product specifications, prototyping and testing.

- Developed efficient work flow processes and procedures to utilize print, audio, and video content in product offerings
- Served as subject matter expert resource to support franchise network, New Media Business Development team, IT and national sales efforts
- Monitored, analyze, and anticipate market and technological trends, developments and digital product opportunities to help determine digital product recommendations within the scope of corporate and department objectives
- Reported key business indicators, product status and financial analysis regularly
- Managed partnerships with high-profile companies such as 8-Coupons and InComm
- Managed Social and consumer engagement campaigns including Facebook, Twitter, LinkedIn, Google+, Blogging and e-mail

FLORIDA CHEMICAL – Tampa, Florida

Chemical Manufacturing and Supply Company

Marketing Director- Contract Position

January 2011-July 2011

KEY ACCOMPLISHMENTS

- Successfully implemented new compensation plan and sales goals, motivating sales team to meet goals for overall company profitability
- Managed and motivated Account Managers to meet or exceed sales goals, both increasing salaries, while improving company profitability by \$750k in 6 months
- Successfully implemented Customer Relationship Management system (CRM) to improve client retention

RESPONSIBILITIES

Responsible for strategizing and executing marketing projects including Web site launch, Search Engine Optimization, social media, branding and collateral development. Responsible for setting sales goals and motivating Account Managers to achieve their goals. Managed trade shows including pre- and post-show mailings, event logistics, entertainment, marketing materials, sponsorships, etc.

- Complete branding overhaul and employee training for implementation of new materials
- Strategic planning and implementation for marketing, growth and personnel plans
- New product launches, including packaging, compliance and placement
- Responsible for tracking, analyzing and reporting marketing initiatives, as well as identifying opportunities for improvement

NATIONAL HEALING – St. Petersburg, Florida

Management Service for Hospitals

Program Director- Contract Position

June 2010-December 2010

RESPONSIBILITIES

Responsible for the successful implementation, ongoing management and overall success of the Wound Healing Center. Responsible for operations, personnel, budget, reimbursement, quality management, marketing and sales. Management of the relationship with the client hospital to ensure contract retention. Accessed and analyzed data including referral trending and profitability; developed monthly operations reports for Hospital Senior Management; made recommendations and took action as appropriate to ensure continued success. Acted as a member of the Hospital Management team.

- Developed, implemented and monitored budgets, ensuring that the financial revenues and profitability
- Developed, implemented and managed marketing plan
- Conducted sales calls, presentations and in-services to physicians and other potential referral sources
- Recruited and hired both National Healing and Hospital staff
- Managed staff of one Nurse Manager, four Nurses and an Office manager, including performance appraisals, grievance and discipline, staff development, regular staff meetings and adherence to company personnel policies and procedures
- Responsible for sales planning including cold calling, appointment setting, follow-ups and mapping efficiencies

CCS MEDICAL – Clearwater, Florida

Durable Medical Equipment Company

Marketing Manager, Managed Care/Specialty Products January 2007-November 2008

KEY ACCOMPLISHMENTS

- Increased annual revenue for the urological division by \$1.7 million through direct mail and in-the-box advertising, driving them to exceed their sales expectations
- Successfully implemented CRM tools for sales professionals to streamline relationship management process
- Formed strategic alliances and developed business through manufacturer relationships

RESPONSIBILITIES

Responsible for a combined operation of over \$70 million gross revenue. Accountable for a total of 116 sales professionals, Regional Sales Managers and National Account Managers reaching their goals. Conducted extensive research through customer surveys, focus groups, advisory boards and market information to identify trends and customer satisfaction levels. Conducted first-hand training for Customer Service Representatives in a call center, and outside sales force to implement new initiatives. Defined branding standards for company positioning, image and messaging. Developed metrics for tracking ROI on marketing initiatives.

- Strategic and financial planning including market research, consumer trends, SWOT analysis, competitive analysis and budgeting
- Responsible for four direct reports including a web designer, two graphic designers, a meeting planner and marketing assistant
- Managed photo shoots for stock photography including models, photography and photo editing
- Managed marketing efforts including Web site, direct mail, brochures, sell sheets, internal communication for B2B and B2C
- Managed customer retention campaigns including educational materials and problem resolution
- Made recommendations regarding new product development, including FDA approvals, packaging and integration of new product to new and existing markets
- Administered sales meetings nationwide and planned large events including corporate, national meetings and trade shows
- Oversight and influence of internal and external sales teams through critical messaging coaching and ride-alongs