

# GRETCHEN A. HARMAN

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Ballwin, MO 63021

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## PROFESSIONAL SUMMARY

**Marketing / Advertising / Communications Professional** with more than 18 years experience in business to business and consumer marketing, product development, strategic planning, management and communications. Highly skilled in building organizational capacity, decreasing cost, expanding market share, increasing sales and tracking return on investment. Ability to lead, multi-task, develop and maintain relationships with internal and external clients, create strategy, communicate effectively, budget, plan, promote, train, coach and mentor employees to build effective teams. Regarded as a proactive, creative and results-directed team leader and player.

## PROFESSIONAL EXPERIENCE

### **Cejka Search, St. Louis, MO**

*(Physician, Allied Health and Executive Search firm for the healthcare industry)*

#### **Director of Marketing**

**May 11 – Dec 13**

#### **Marketing Manager, Creative and Media Resources**

**May 07 – April 11**

- Managed a team of five employees in the marketing department
- Managed and tracked \$1M annual marketing budget
- Worked directly with the Senior Leadership Team
- Responsible for strategy and implementation for company brand and sustaining position in the marketplace
- Worked closely with the Senior VP of Sales and a sales team of five to reach company and regional sales goals
- Development and execution of marketing campaigns and content marketing:
  - Email
  - Direct Mail
  - E-Newsletters
  - Behavioral marketing
  - White papers
  - Press releases
  - Surveys
- Development of content for website as well as graphic design direction
- Identified through research key terms and worked with web master to develop SEO both organic and paid advertising
- Incorporating social media into all marketing efforts company-wide:
  - Facebook
  - Twitter
  - LinkedIn
- Responsible for company event planning/client events/company annual meeting
- Proficient user with Salesforce and Pardot to track all sales and marketing efforts to deliver ROI
- Identified and implemented cost saving methods for corporation while producing high-quality products

**ESP, Inc. / Gateway Clean Air Program, St. Louis, MO**  
(State of Missouri contractor for the car emission program in Missouri)

**July 06 – May 07**

**Public Relations/Marketing Manager**

- Responsible for/ Manage and create all advertising and public relations of the Missouri program
- Research/ Present and conduct all market analysis/ customer surveys
- Responsible for/ Developed of annual marketing strategy/PR plan
- Research industry information and market trends/ Present to executive management with recommendations/ Create and maintain marketing metrics
- Responsible for increasing consumer awareness/ Brand awareness through mediums such as:
  - Direct mail campaigns
  - Brochures/ Yearly campaigns
  - Newsletters – Employee and industry based
  - Press releases/ White papers/ Press kits
  - Tradeshows/ Press events
  - Training materials
  - Company website
  - Proposals/ RFP's/ Presentations
- Conduct all media placement regarding public relations/advertising
- Manage and track \$500K annual marketing budget
- Company spokesperson for media inquiries
- Department head/ Manage four employees within the Marketing Department
- Advisor to executive management
- Manage all vendors in related projects – printers/ad agency/ creative
- Identified and implemented cost saving methods for corporation while producing high-quality products

**West News Magazine, St. Louis, MO**

**Nov 01 – Mar 10**

**Freelance Writer**

- Covered the city of Ballwin and wrote stories related to the city
- Wrote cover stories for the magazine

**XTRA Lease, St. Louis, MO**

**Aug 01 – Apr 06**

(Division of Berkshire Hathaway Company specializing in transportation equipment rental and leasing)

**Marketing Communications Manager**

- Responsible for/ Managed and created all advertising and public relations of the corporation
- Responsible for/ Developed annual marketing strategy/PR plan
- Researched industry information and market trends/ Presented to executive management with recommendations/ Created and maintained marketing metrics
- Developed from ground floor close personal relationships with industry press/ Database of over 150 press contacts
- Developed and responsible for increasing consumer awareness/ Brand awareness through mediums such as:
  - Company calendar
  - Direct mail campaigns (National and regional)
  - Brochures/ Yearly publications
  - Monthly sales newsletter
  - Quarterly customer newsletter
  - Press releases/ White papers
  - Press kits
  - Tradeshows/ Press events
  - Telemarketing
  - Online promotions/ E-mail campaigns
  - Presentations/ RFP's/ Presentations
- Directed and implemented business development for all projects/ strategic planning/ roll-outs
- Conducted all media placement regarding public relations/ advertising
- Supported sales force through such mediums as:
  - CRM system (BOSS – Pivotal based)

- Handled and created all pricing
- Lead generating programs
- Regional advertising
- Back-up customer contact
- Company spokesperson for media inquires
- Researched/ Presented market analysis/ confidential competitor information/ customer surveys
- Managed a budget of \$1 million plus
- Managed three marketing employees within the department
- Assisted in development of company website – www.xrlease.com
- Acted as an advisor to executive management
- Managed all vendors in related projects – printers/ad agency/ creative
- Identified and implemented cost saving methods for corporation while producing high-quality products

## EDUCATION

### **Master's Degree in Media Communications**

Webster University – Webster Groves, MO

### **Bachelor's Degree in English- Minor in Marketing**

Old Dominion University – Norfolk, VA

### **Associates Degree in Journalism**

East Central College – Union, MO

## Awards

- 2013 American Business Awards - Brand Identity/Business Development Video
- 2012 American Business Awards New Brand Identity Launch Category: Communications or PR Campaign of the Year - Marketing - Business-to-Business
- 2010 Internet Advertising Competition Award for "Outstanding Achievement in Internet Advertising" from the Web Marketing Association - "Best Medical Online Campaign"
- 2008 Best Overall Design - The American Business Awards (Website)
- 2008 Excellence in Health Care - Web Marketing Association (Website)

## TECHNICAL EXPERIENCE

**Software/Databases:** Microsoft Office Suite (Word, PowerPoint, Outlook, Excel), Adobe Illustrator, Adobe Photoshop, InDesign

**Operating Systems:** PC and MAC