

Summary of Professional Qualifications



OVERVIEW

Ms. Brannon is a marketing, communications and branding executive accomplished in the design and delivery of compelling marketing programs in highly-competitive B2B and not-for-profit environments. She has a proven track record in defining and executing multi-faceted marketing strategies to build brand equity, enhance lead generation and increase conversion rates. Ms. Brannon is a self-starter who finds creative solutions to obstacles in her path, embraces challenges and effectively leverages relationships to produce strategic marketing solutions in fast-paced institutional environments. Across diverse industries and markets, Ms. Brannon brings intellectual leadership, business acumen and a creative eye to crafting and championing a global brand and vision.

CORE COMPETENCIES

Integrated Marketing

Ms. Brannon possesses specific expertise in e-communications, website strategy/design, account management, collateral, direct marketing, advertising, media relations, business development, and brand development/management. In the last decade alone, she has single-handedly built three corporate marketing departments from the ground-up under tight budget restrictions, workforce limitations and with minimal oversight. Ms. Brannon is effective in crafting and delivering marketing messages, with an ability to influence at all levels of an organization. She has particular expertise in establishing and implementing business development and corporate identity initiatives in support of an overall brand vision, mission or strategic objective. In crafting approaches to constituent segments, she has a talent for understanding individual motivations and interests of internal and external stakeholders and is creative in developing communications strategies that both respond to these needs and motivate people to action.

Development

In focusing on member recruitment, retention and engagement, Ms. Brannon exploits the benefits of blending new media technologies with proven marketing techniques and tools. Specifically, she has designed strategies for additional donor support, membership growth and enhanced member involvement and utilized a customized customer relationship management (*CRM*) database to target membership solicitations and marketing communiqués to members, prospects, and donors. In managing business development efforts in the highly-competitive field of commercial real estate, she crafted successful pitches for sales teams producing \$80+ million in new business. She also has considerable experience in managing cause-related marketing programs and corporate-sponsored fundraising activities for a national health charity in which she identified and instituted ways to simplify and enhance the act of giving.

Online/Web Communications

Ms. Brannon has increased lead generation and brand awareness through establishing targeted online communications and e-marketing activities, including campaign strategy, messaging, template creation, database management, list generation, and broadcasting utilizing customized *MagnetMail*, *Constant Contact*, and *NewsManager* web tools. As chief architect and webmaster for a number of websites, she has demonstrated skill and expertise in developing an overall website strategy and in the hands-on direction of all phases of web development. Most recently, she transformed a not-for-profit website into a collaborative membership platform, information repository and sales engine replete with strategic workflows, Web 2.0 tools (blogs, wikis, RSS feeds), an enhanced content management system (*CMS*) and a vastly improved user experience. In this endeavor, she led

a technical team of IT consultants and web development experts in the design and implementation of the interface with her organization's membership and ecommerce database.

Consensus Building

Throughout her career, Ms. Brannon has honed her relationship management skills by cultivating and leveraging strategic relationships with both internal and external constituents. She is a collaborative "player-coach" and project manager, who deftly moves among departments and within industry networks to marshal resources and leverage talent to achieve organizational objectives. She is particularly skilled in managing and motivating external consultants, frequently acting as the key liaison among designers, technology/IT professionals, vendors, and staff. In volatile environments, Ms. Brannon has a track record of successfully overcoming obstacles and building consensus across multiple business units.

Strategic Direction

Ms. Brannon has demonstrated expertise in setting and executing an enterprise-wide growth strategy, including designing solutions to increase revenues, enhance member involvement, and allocate staff resources to improve productivity. She excels in instituting branding initiatives and building marketing strategies to enhance awareness for organizations and its programs, services and resources. Ms. Brannon possesses a keen ability to streamline the work of staff and consultants, identifying the most appropriate course of action and minimizing financial outlay, which has been of particular value to under-funded not-for-profit organizations. She is creative and resourceful in designing custom marketing plans for service lines and departments and ensures success by skillfully aligning organizational requirements with internal capabilities and external resources.

Advocacy/Community Organizing

Ms. Brannon is highly skilled at developing broad-based solutions for issues at the forefront of public interest with her notable healthcare, cause-related marketing, community relations, and national service experience. Her previous positions have provided a unique understanding of the power that community organization, mobilization and volunteerism can bring to an overall market awareness initiative. She has created, directed and participated in numerous service-related programs to benefit disadvantaged or underserved communities and is a track record of success in mobilizing stakeholders around a cause.

Leadership and Supervision:

Entrepreneurial and resourceful, Ms. Brannon is a self-starter that embraces challenges and possesses an ability to quickly shift direction with evolving priorities. As department head, she sets and manages departmental and project-specific budgets, and is responsible for organization-wide budget forecasting and planning. As an executive and senior staff person, she has supervised staff from Administrative to Director level, as well as cadres of volunteers, and interns, both in-house and those located across the country. She also has considerable experience collaborating with colleagues and constituents internationally.

MARKET EXPERTISE

Ms. Brannon possesses two decades of marketing experience in the B2B industry and within national not-for-profit organizations. She has also been periodically engaged as a freelance consultant providing account management, creative consulting services, art direction, and strategic marketing solutions for a broad range of clients. This unique background and varied expertise would prove particularly beneficial to an organization seeking a more creative and socially-responsive approach to global marketing.