MOLLY C. BRANNON

Marketing • Communications • Strategy • Branding • Web •E-tools •Advertising •Public Relations

SUMMARY OF PROFESSIONAL QUALIFICATIONS

- Accomplished in the design and delivery of compelling marketing programs in fast-paced, highly-competitive B2B environments, with an ability to quickly shift direction with evolving priorities.
- Expert in e-communications, website strategy/design, account management, collateral, direct marketing, advertising, media relations, business development, and brand development/management.
- Proven track record, across diverse industries and markets, in defining and executing multi-faceted marketing strategies to build brand equity, enhance lead generation and increase conversion rates.
- Skillful corporate leader with a focus on revenue growth, cost management, market differentiation, targeted messaging, and customer segmentation.
- Bring intellectual leadership, business acumen and a creative eye to crafting and championing a global brand and vision.
- Entrepreneurial and resourceful--single-handedly building corporate marketing departments from the ground-up under tight budget restrictions, workforce limitations and with minimal oversight.
- 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.
- Talented in developing solutions for issues at the forefront of public interest with notable healthcare, cause-related marketing, community relations, and national service experience.

CONSULTING EXPERIENCE

Freelance Creative Consultant
CSDesignworks, New York, NY

Periodically engaged to provide account management, creative consulting services, art direction, and strategic marketing solutions for broad range of clients. Acting as primary point of contact *(POC)*, ensure success by aligning client requirements with internal capabilities, liaising with client and creative team and reviewing project requirements to ensure the milestones and final project delivery are met on-time, in scope and within budget. Notable projects include: Cushman & Wakefield's global identity and advertising campaign; website content development and e-communications copywriting for a creative agency; and property launch advertising, website, e-communications, and brochure-ware for commercial real estate developer.

PROFESSIONAL EXPERIENCE

Vice President and Director of Marketing
International Institute for Conflict Prevention and Resolution (CPR), New York, NY
April 2007 to Present

Direct the marketing, web and e-communications functions for a legal not-for-profit dedicated to commercial conflict prevention, management and resolution. Responsible for instituting initiatives and crafting marketing strategies to enrich identity, enhance the member experience and build awareness for CPR's programs, products, and services.

- ***Website:*** Chief architect for corporate website, transforming it into a collaborative membership platform, information repository and sales engine replete with strategic workflows, Web 2.0 tools (blogs, wikis, RSS feeds), and content management system *(CMS)*. In one year, tripled number of unique visitors and registered users on site.
  - Conceived website strategy and goals with hands-on direction of all phases of development, including vendor selection, identifying functional specifications, conducting user needs assessment, drafting requirements document/statement of work *(SOW)*, overall site design, content development, custom database interface, alpha and beta testing, implementation, and launch.
  - Researched best practices for new web technologies and designed wireframes. Drafted and uploaded all web content and imagery for the site. As primary Webmaster, perform ongoing management of web content, website expansion, system upgrades and enhancements, and troubleshooting.
  - Utilizing *Google Analytics*, competitor analysis and other tools conducted web tracking and statistical analysis to measure and analyze the effectiveness of website workflows and messaging.
  - Singularly responsible for contract negotiation and the delivery of a website valued in excess of $300,000 for $40,000. Effectively directed external web development team and internal IT consultants to deliver site within 9 months of contract signing and negotiated 50% discount in monthly maintenance and hosting fees.
- ***E-Communications:*** Increased lead generation and brand awareness through targeted online communications and e-marketing activities, including campaign strategy, messaging, template creation, database management, list generation, and broadcasting utilizing customized *MagnetMail* and *NewsManager* web tools.

- ***Membership and Development:*** Designed strategies for additional donor support, membership growth and enhanced member involvement. Utilized customer relationship management *(CRM)* database to target membership solicitations and marketing communiqués to members, prospects, and donors at Fortune 500 corporations and global law firms.
- ***Executive Performance:*** Crafted customized marketing plans for all service lines and departments. Managed and set departmental and project-specific budgets, and was responsible for organization-wide budget forecasting and planning. Developed cost-saving solutions to complete projects within strict budget constraints, with minimal support and under tight deadlines. Responsible for reporting to and working with the Board of Directors.
- ***Event Management:*** Responsible for the contract negotiation, planning, marketing, and execution of international business conferences held in the U.S. and abroad. In one year, established a systematic procedure for the execution of these events which resulted in a profitable product for the first time in CPR's history. Streamlined the work of staff and consultants, minimized CPR's financial outlay and reduced overall costs. Researched sponsorship trends and drafted sponsorship packages and promotional materials.
- ***Corporate Branding and Messaging:*** Conceived, designed, authored, and produced all organizational collateral, including direct mail cards, catalogs, brochures, newsletters, e-mail campaigns, web-based content and articles, press releases, and presentations.
    - Supervised e-publishing process, with *BookSurge*, to provide on-demand production of CPR's business publications, including supervising in-house design, proofreading and editing, and acting as POC for authors, editors and committee members.
    - Conceived and authored first professionally-designed Annual Report, crafting individual vision statements and thematic summaries of CPR's activities and service lines.
- ***Staffing:*** Supervised three direct reports – Director of Events & Sponsorships, Special Projects & Graphics Manager, and Meetings & International Programs Administrator – and provided mentoring to Marketing Intern.

Director of Marketing
GVA Williams (GVA), New York, NY
December 2003 to November 2006

Established the corporate branding, marketing, communications, and advertising department for a leading national commercial real estate firm. Responsible for crafting and implementing business development and corporate identity initiatives in support of the GVA brand throughout the U.S. and the world.

- ***Business Development:*** Instituted streamlined presentation tools and crafted pitches for sales teams producing new business valued at more than $80 million and resulting in the disposition of more than 4,000,000 square feet of commercial real estate.
    - Hand-picked by CEO and Executive Team to draft business development presentations to secure major regional/multi-national corporate clients.
    - Managed client relationships and addressed marketing needs by crafting strategies within the purview of the client's specific business requirements, budget and disposition goals.
- ***Branding:*** Initiated and supervised $500,000 corporate branding strategy, including management of external branding firm and securing in-house buy-in from numerous business units.
- ***Creative Design:*** Directed the development of creative concepts to support the GVA brand, including marketing collateral, corporate capabilities brochures, advertising campaign, and business development material. Leveraged relationships with competing external vendors to secure pricing discounts of more than 20% for custom marketing pieces.
- ***Global Marketing:*** Appointed Marketing Liaison to the GVA Worldwide Board of Directors. Conceived, drafted and supervised the compilation of a North American Corporate Identity Standards Manual. Saved worldwide organization more than $250,000 in consulting and vendor costs related to global branding initiative. Provided on-going strategy and consulting services to offices with no in-house marketing professional and trained new marketing staff across the U.S.
- ***Advertising:*** Transitioned outsourced advertising function to an in-house service–resulting in a 30% budget savings. Managed all corporate advertising design, trafficking, and placement.
- ***Media Relations:*** Drafted and implemented strategic public relations plan to streamline the dissemination of corporate information to the media. Supervised external public relations firm in the pitching and placement of media stories.
- ***Events:*** Orchestrated and planned broker receptions, corporate client events, trade shows, and conferences.
- ***Staffing:*** Supervised one direct report - Marketing Coordinator - and a shared Administrative Assistant.

Senior Public Relations and Marketing Manager
Studley, Washington, D.C. and McLean, VA
May 2000 to November 2003

Instituted the public relations, marketing, and advertising campaigns for two regional offices of a national commercial real estate firm.

- ***Media Relations:*** Cultivated strategic media relationships and successfully established media relations program that directly resulted in a 70% increase in prominent top tier regional, national and trade publication exposure for corporate executives.
- ***Legal Industry:*** As corporate marketing delegate for firm's National Law Firm Practice Group, supervised the creation of the company's first National Benchmark Survey of Law Firms and corresponding report of findings, later published in *Wall Street Journal*. Researched and authored legal industry presentations, marketing materials and business development tools, as well as supervised creation of industry-focused intranet.
- ***Advertising:*** Developed strategies for and coordinated the placement of corporate advertising campaign. Saved more than 15% in yearly advertising expenditures through artful contract negotiation and strategic ad placement.

- ***Collateral:*** Created industry "buzz" with acclaimed marketing piece entitled "Follow the Leader". Originated, researched and crafted piece that became signature marketing deliverable for company. Created communications collateral, including press releases, media kits, award submissions, business development materials, and specialized marketing packages.

Corporate Communications Manager
The Mills Corporation, Arlington, VA
July 1999 to May 2000

Managed corporate public relations and communications activities for publicly-traded REIT that owns and develops national portfolio of retail and entertainment destinations.

- Cultivated corporate relationships with local and national media, trade publications, city officials, and community organizations.
- Acted as community spokesperson for properties under development. Hired and supervised activities of external public relations agencies and creative firms.
- Crafted corporate press releases, announcements, press kits, and corporate fact sheets; and authored key portions of Annual Report and company website.

National Director - Project SUCCESS
United Cerebral Palsy Associations, Washington, D.C.
September 1996 to July 1999

For Nation's 2nd largest health charity, created and directed national service-learning program, financed through a grant from the Corporation for National Service, to develop empowerment, efficacy and leadership skills in youth with and without disabilities.

- Designed and authored pioneering inclusive service-learning curriculum and facilitator manual implemented by schools and community organizations nationwide.
- Tripled national program size and scope in less than one year. Supervised national team of up to 8 project coordinators.
- In less than two years, engaged 350 youth in over 5,400 hours of community service, producing 81 service projects.
- Delivered program 15%+ under budget; created supplemental program to engage community partners at no cost to funder.

National Account Manager

As liaison to national corporate sponsors, managed multiple 6-figure cause-related marketing programs for Nation's 2nd largest health charity.

- Implemented national corporate-sponsored fundraising programs, including *Miller Brewing Holiday Wreath* promotion.
- Skillfully managed partnerships with corporate and non-profit organizations, building successful business partnerships with multiple levels of management across business sectors.
- Directed marketing and promotions consultants in development of corporate sponsor recruitment materials.

Service Corps Member
Public Allies, Washington, D.C.
September 1995 to August 1996

As a service corps member and while employed at a local non-profit organization, created and directed community service projects to promote positive change, citizen unity, and community empowerment.

- Coordinated youth health education and awareness programs; personally educating more than 3,500 people through workshops, trainings and community outreach.
- Instituted student-run health program at a Washington, D.C. high school – Awarded 1996 Ryan White Foundation Award.
- Supervised community volunteer team of 12-15 high-school aged youth.
- Assisted external consulting firm in creating an educational health-related comic book and teacher's manual for elementary-aged youth.

EDUCATION

UNIVERSITY OF VIRGINIA
Charlottesville, Virginia
Bachelor of Arts, Psychology, 1995

PROFESSIONAL DEVELOPMENT & AFFILIATIONS

Google Analytics Course – EpicOne/Google 2008
Member – Legal Marketing Association
Member – UVA Alumni Association and UVA Club of New York
Active in volunteer and cause-related work