

SUMMARY OF PROFESSIONAL QUALIFICATIONS

- Accomplished in the design and delivery of compelling marketing strategies in fast-paced, highly-competitive B2B, legal and not-for-profit environments, with an ability to quickly shift direction with evolving priorities.
- Proven track record in defining and executing multi-faceted communications initiatives to build brand equity, increase conversion rates and improve business performance.
- Skillful leader focused on revenue growth, business development, cost containment, market differentiation, and customer segmentation.
- Bring intellectual leadership, business acumen and a creative eye to championing a global brand across diverse industries and markets.
- Entrepreneurial and resourceful--single-handedly building three marketing departments from the ground-up.
- Collaborative player-coach and project manager, deftly moving across departments and within cross-functional teams to marshal resources and talent to achieve objectives.

 View an online portfolio at mollybrannon.com

PROFESSIONAL EXPERIENCE

Vice President and Director of Marketing

April 2007 to Present

International Institute for Conflict Prevention and Resolution, New York, NY

Established the marketing, communications and website functions for a not-for-profit legal think tank and service provider. Directed initiatives and instituted communications strategies to grow membership, enhance the member experience, enrich identity, and build brand awareness.

- **Website:** Chief architect and webmaster for multiple corporate websites, transforming CPR's intellectual property into a web-based legal research repository replete with strategic workflows, collaborative tools (blogs, podcasts, videos, RSS feeds), and robust content management system (CMS).
 - In a declining growth industry, increased registered website users by nearly 500% and improved key page views by 94%.
 - Conceived website strategy 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), site mapping and wireframe construction, workflow integration, and website expansion.
 - Singularly responsible for all contract negotiations, securing significant discounts in excess of 50%. Conceived and negotiated strategy to expand CPR's website, less than two years after initial launch, at no additional cost.
 - Secured pro bono web consulting from IBM to explore best practices, dissect CPR's web architecture, and identify opportunities for SEO enhancements. Utilizing *Google Analytics*, competitor analysis and custom visitor tracking tools, conducted analysis to measure the effectiveness of website workflows and messaging, and to define a long-term strategy for ongoing web development.
- **Strategic Planning:** Analyzed stakeholder attitudes and engagement, studied market dynamics and legal industry trends, and examined the competitive landscape to determine long-term brand positioning and sustainable growth strategy. Scrutinized vital business requirements, identified deficiencies and potential opportunities, and developed innovative and cost-effective solutions to enhance competitiveness, increase revenues, and build member buy-in.
- **Customer Relationship Management:** Established and expanded critical partnerships with high level industry leaders, including General Counsel from Fortune 500 companies and top litigators from global law firms.
- **Corporate Branding and Messaging:** Conceived, designed and authored all organizational collateral, including CPR's Annual Reports, brochures, direct mail cards, flyers, advertising, newsletters, e-mail campaigns, web content, press releases, and presentations.
- **E-Communications:** Expanded CPR's electronic marketing platform by exploiting the benefits of new technologies and CPR's first-ever social media presence (LinkedIn, Twitter), and by blending these efforts with proven marketing techniques and email tools. Strategies achieved meaningful lead generation, increases in website traffic and enhanced brand awareness; and the resulting email open and click thru rates outperformed industry average.
- **Event Management:** Responsible for 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 turning a loss leader into a profitable product for the first time in CPR's history. Streamlined the work of cross-functional teams, minimized CPR's financial outlay and reduced overall costs to realize an annual six-figure revenue.
- **Membership and Development:** Designed strategies for additional donor support, member retention and enhanced member involvement. Authored marketing communiqués to members, prospects and C-level donors, and utilized custom and Microsoft Dynamic CRM databases to target solicitations and track member interactions.
- **Executive Performance:** As department head, set departmental and project-specific budgets, and was responsible for organization-wide budget forecasting and planning. Developed pricing levels for multiple business units and crafted customized marketing plans for service lines. Instituted creative solutions to complete projects within strict budget constraints, with minimal support and under tight deadlines. Marketing liaison to CPR's Board of Directors and supervised dozens of direct reports, shared staff, external consultants, and interns.

Freelance Creative Consultant and Account Manager
CSDesignworks, New York, NY

December 2006 to Present

Periodically engaged to provide account management, creative consulting services, art direction, and strategic marketing solutions for a broad range of B2B clients. Acting as primary point of contact (POC), managed client relationships and crafted strategies within the purview of the client's specific business requirements, budget and marketing goals. Day-to-day liaison between client and creative team, reviewing project requirements to ensure milestones and final project delivery were met on-time, within scope and at budget. Project highlights:

- Conceived and authored the global advertising campaign for Cushman & Wakefield, the world's largest privately-held commercial real estate firm. The 30+ modular, identity and transactional ads were designed for localized application by domestic and international offices. Resulted in one of its most successful identity and service line campaigns to date.
- Introduced Swiss private equity investment group to the U.S. market by developing a networking and marketing strategy for the Manhattan market, including the establishment of a new corporate website as a permanent global communications platform.
- Launched new venture marketing strategy for solo legal practitioner, including website, corporate identity and e-communications.
- Drafted customized property launch advertising, website, e-communications, and brochures for national commercial real estate developer.

Director of Marketing
GVA Williams (now Colliers International), New York, NY

December 2003 to November 2006

Established the corporate branding, communications, and advertising department for a leading national commercial real estate firm. Directed business development and corporate identity initiatives across multiple offices in the U.S. and around the world.

- **Business Development:** 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. Generated and instituted new business development tools; helping executives earn numerous wins. Collaborated across business disciplines and international offices to craft powerful messaging and content for pitches and proposals, ensuring consistent and effective delivery of a unified corporate message.
- **Branding:** Initiated and supervised \$500,000 corporate branding and communications strategy, including management of external branding firm and securing in-house buy-in across numerous business units. Conceived, drafted and supervised the compilation of a Global Corporate Identity Standards Manual, while providing marketing assistance and training to U.S. offices with no in-house marketing professional.
- **Global Marketing:** Appointed Marketing Liaison to the GVA Worldwide Board of Directors. Saved worldwide organization more than \$250,000 in consulting and vendor costs related to global branding initiative.
- **Corporate Communications:** Directed the development of creative concepts to support the GVA brand, including drafting all marketing collateral, corporate capabilities brochures, advertising campaign, and business development material. Leveraged relationships with competing external vendors to secure pricing discounts in excess of 30% for custom marketing pieces.
- **Media Relations:** Established media and public relations strategy to streamline the dissemination of corporate information to the press. Supervised external public relations firm in the pitching and placement of media stories.
- **Media Planning & Buying:** Transitioned outsourced advertising function to an in-house service—resulting in a 30% budget savings. Directed all corporate print advertising design, trafficking and placement.
- **Events:** Designed and orchestrated large-scale broker receptions, corporate client events, trade shows, and conferences.

Senior Public Relations and Marketing Manager
Studley, Washington, D.C. and McLean, VA

May 2000 to November 2003

Instituted the public relations, B2B marketing, and advertising campaigns for two regional offices of a national commercial real estate firm.

- **Media Relations:** Cultivated strategic media relationships and successfully established a media relations program that directly resulted in a 70% increase in prominent top tier regional, national and trade publication exposure for corporate executives.
- **Collateral:** Created industry buzz with acclaimed marketing piece entitled 'Follow the Leader.' Originated, researched and crafted piece that became signature marketing deliverable for office. Crafted communications collateral, including press releases, media kits, award submissions, business development materials, and specialized marketing packages.
- **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 creative ad placement.
- **Legal Industry:** As corporate marketing delegate for firm's National Law Firm Practice Group, supervised the creation of Studley's first National Benchmark Survey of Law Firms and corresponding report of findings, which was later published in *Wall Street Journal*. Researched and authored legal industry presentations, marketing materials and business development tools, as well as supervised launch of industry-focused intranet.

**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.

- Acted as corporate spokesperson for properties under development. Hired and supervised activities of external public relations agencies and creative firms.
- Cultivated crucial relationships with local and national media, trade publications, city officials, and community organizations.
- 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 pioneering inclusive service-learning curriculum and authored facilitator manual implemented by schools and community organizations nationwide. Tripled national program size and scope in less than one year.
- 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.

NATIONAL SERVICE AND CHARITABLE ACTIVITIES

Committed, both professionally and personally, to developing broad-based solutions for issues at the forefront of public interest. Created, directed and participated in numerous community service-related programs to benefit disadvantaged or underserved communities. Most notably:

**Service Corps Member
Public Allies, Washington, D.C.**

September 1995 to August 1996

While employed at a local non-profit organization, directed community service projects to promote positive change, citizen unity, and community empowerment. Most notably, coordinated numerous health education and awareness programs for teen-aged youth -- personally educating more than 3,500 people through workshops, trainings and community outreach. Awarded 1996 Ryan White Foundation Award for initiating a student-run health program at a D.C. high school.

Possess a track record of success in mobilizing stakeholders around a cause. In addition to periodic charitable activities throughout the year, currently serve as a weekly soup kitchen volunteer at University Community Social Services.

EDUCATION

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

PROFESSIONAL AFFILIATIONS

Member – American Marketing Association
Member – Legal Marketing Association
Member – e-Consultancy
Member – PM Forum
Member – UVA Alumni Association and UVA Club of New York