

MICAELA REDMOND, CMP

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- Accomplished Marketing & Project Management professional with 10 years of experience in managing complex marketing multi-tier projects, integrated marketing campaigns, strategic planning, event management, marketing collateral, multi-media and business development.
- Exceptional hands-on complex project management skills, having worked with both creative and conceptual projects, managing complex issues in a changing environment, and providing measurable solutions that are delivered on-time and on-strategy.
- Demonstrated relationship building aptitude and keen ability to communicate and champion ideas to senior level executives.
- Analytical and creative thinker with the ability to analyze data, identify trends, generate new ideas and summarize data across channels.
- Strong and editing and copy writing skills.
- Expert in the technical, conceptual and content development of sales-driving collateral.
- Proven ability to drive high marketing campaign response rates and execute successful awareness that boost sales and elevate the reputation and image of the host.
- A strong 'go-getter' leader type, with track record of consistently exceeding goals.

SKILLS

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| <ul style="list-style-type: none">▪ Marketing Strategies & Campaigns▪ Complex Project Management▪ Event Management▪ Integrated Marketing▪ Graphic Design | <ul style="list-style-type: none">▪ Market and Sales Incentive Analysis▪ Advertising/Public Relations▪ Sales Collateral & Support▪ Web, Email & Print Content Development▪ Proposals and Plans |
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PROFESSIONAL EXPERIENCE

Sr. Global Marketing Communications Project Manager

Alcon Laboratories, Inc. – Fort Worth, TX 2011 - present

- Responsible for executing marketing & communications programs/projects, including advertising, public relations, internal communications, events, creative design, audio/visual, direct marketing, mobile and social media, web content management, product packaging and POP materials.
- Works closely with global and US brand team, creative, consumer marketing and sales force teams to plan marketing campaigns in accordance with brand strategy and focus.
- Measure results from programs and provide metrics to executive team and stakeholders.
- Manage and forecast marketing budget for US contact lens care brands.
- Serves as facilitator for brand projects through legal and regulatory review process.
- Manage third party vendors, suppliers, agencies to ensure deliverables and efficiencies on projects.

Marketing Program Manager

Bank of America/Merrill Lynch (BCD M & I) – Dallas, TX 2010 - 2011

- Responsible for managing team that implements event programs and related strategic processes including financial metrics, budget new systems, relationship management and standard operating procedures for Global Wealth Management clients.
- Southwest Division Director in development of annual executive and business programs, national meetings, conferences, training and sales programs.

2006 – 2010

REACH Media, Inc. – Dallas, TX – Marketing Project Manager

Project leader: managed top tier project for major live event, including: project charter, plans, critical path, milestones, status reports; issue management and risk mitigation; communication and training plans; and project close out and lessons learned analysis.

- Developed and utilized statistical analysis and data modeling to assess impact/gains.

- On-site management of event (15,000 in attendance)
- Manage email campaigns and direct mail campaigns related to program
- Provide marketing support for vendor and partner relationships

JP Morgan Chase – Dallas, TX – Global Event Marketing Manager

Developed global event marketing programs and proposals for a variety of B2B clients within Treasury Services Division.

- Managed all aspects of production, proposals, project timelines, stakeholder expectations, contract negotiation, direct mail, agency management, sourcing and program requirements.
- Design re-brand calendar for Treasury Services divisions for new JP Morgan logo.
- Handle special projects and/or out-of-scope issues as they arise, as well as major issues associated with client outsourcing management and any other special marketing assignments.

Safeguard Business Systems – Dallas, TX – Sr. Events and Rewards Program Manager

Responsible for analysis, management and integrated marketing of the Sales Incentive Program, including developing financial metrics, generation of measurable results, define campaign themes & messages and communication strategy for 400+. Managed team that produced and brands national/ international events, tradeshow, sales, meetings, speaker engagements and annual conference.

- Implemented events attracting the largest audiences to date leading to 20% post-event sales spikes.
- Conducted in-depth interviews of KOLs to create integrated marketing campaign.
- Manage website: including content, design, updates and changes.
- Produced and design marketing collateral: email campaigns, brochures, web, presentations, advertising, sales tools, and direct mail pieces and conducted ROI and P/L analysis on programs.
- Assisted both the Marketing and Sales departments in annual planning, as well as, developing and managing annual Marketing plans for the market territory.
- Developed marketing event plans and timelines, identifying speaking opportunities as well as the execution of all planned logistics specific to each event/marketing program.
- Developed, managed, and tracked marketing budget of over 1 million.
- Developed and managed rewards and recognition incentive program.
- Re-aligned incentive program with goals, by designing program requirements using market statistical analysis and focus groups.
- Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year an average of 15% under budget (without compromising business growth goals).
- Created Web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective tool for field reps.
- Produced kit that demonstrated key marketing analytics and demographics for use in sales presentations.

2005 – 2006 *Ballet Memphis, Inc. – Memphis, TN*

Director of Events and Patron Services

2000 – 2006 *Pulliam Productions – Memphis, TN*

Account Director

1998 – 2000 *Defense Audit Contract Institute – Memphis, TN*

Assistant Producer

Education/Professional Development:

Master's of Business Administration: Project Management - The University of Texas, Dallas, Texas

Specialist Certification in Computer Graphics (*est. completion 2012*) – Northlake College, Irving, Texas

Certification: Project Management - The University of Texas, Dallas, Texas

Certification: Meeting Management (CMP) - Convention Industry Council

Diploma: Advanced Spanish Language - The University of Pontificia: Salamanca, Spain

Bachelor of Business Administration: Hospitality Management, Spanish - The University of Memphis: Memphis, Tennessee

Professional Affiliations:

Project Management Institute (PMI)

Meeting Professionals International (MPI)

Eta Sigma Delta, International Hospitality Honor Society