



VICTORIA RICHARDSON

Marketing Communications Manager

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WORK

Experience 9 years

Currently Marketing Communications Manager

EDUCATION

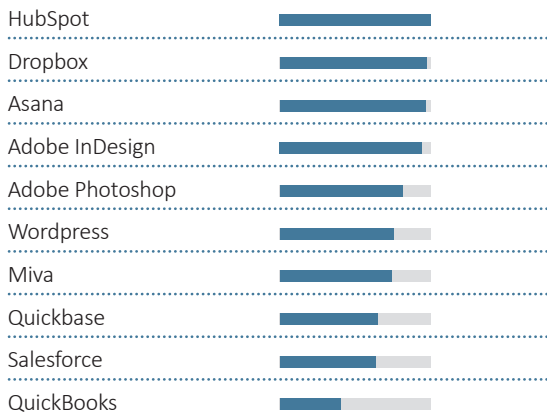
Northern Arizona University

B.S Advertising

B.S. Public Relations

Certifications HubSpot (Inbound & Product)

SOFTWARE



MANAGEMENT

Photography

Video Production

Digital Design

Print Production

Website Design & Development

Online Profile Management

Events, Conferences & Trade Shows

Contests & Promotions

Public Relations

Social Media

TIMELINE

10.14 to Current

Pebble Technology International
Marketing Communications Manager
Scottsdale, Arizona

- Sourced, customized and implemented several integrated and automated systems resulting in more efficient business communications
 - Secure customer portal:** Conceptualized and implemented a customer portal to manage leads and access documents, marketing tool kits and digital forms
 - HubSpot CRM:** Customized and implemented CRM with automated sales performance reports. Used data to generate targeted & automated customer email lists. Created course curriculum and trained sales force on functionality and capabilities of the system
 - HubSpot automated marketing system:** Created, managed and tracked performance of various email campaigns, microsites, call-to-actions, landing pages, customer lists, form submissions, work-flows and automated emails
 - HubSpot sales portal:** Established and launched a secure internal sales portal for in-field sales reps to have access to company documents, forms, marketing collateral & assets, new product information and presentations
 - Quickbase:** Selected this software to serve as the "hub" for information. Programmed and implemented apps to easily generate and share customer performance results, homeowner registration details, market insights, website & mobile app analytics and lead performance
 - Miva:** Strategized the organization of individualized product functionality based on user type. Identified need for tracking volume and costs of sample/marketing collateral allocation program and managed the development of a customized reporting tool
- Completed a comprehensive rebrand for corporate identity and product platforms; managed updates of all marketing collateral and assets to ensure consistency
- Created printed/digital tool kits and email campaigns for distribution to target audiences
- Partnered with the Director of Marketing to lead the strategy and launch for new website pebbletec.com
 - Elevated website, completed a needs assessment and reorganized site map. Led the organization, creation and implementation of product information, supportive content & tools
 - Conceptualized interactive website tools to help consumers understand product differences and choose their ideal solution
 - Created a lead generation system with automated emails and corresponding admin panel to monitor and report analytics
 - Converted the product registration process to an online form reducing manual data entry by 100%
 - Performed general maintenance and updates
- Collaborated with a cross-functional team that initiated, organized, tested and launched the company's first pool finish in over 10 years. PebbleBrilliance® is on pace to exceed first-year sales projections by 79%

ONLINE PROFILE

LinkedIn [linkedin.com/in/victoria-richardson](https://www.linkedin.com/in/victoria-richardson)

Pinterest [pinterest.com/simplystarkey](https://www.pinterest.com/simplystarkey)

Facebook [facebook.com/victoria.starkey.14](https://www.facebook.com/victoria.starkey.14)

Instagram [mrs_v_richardson](https://www.instagram.com/mrs_v_richardson)

TIMELINE

10.14
to
Current

Marketing Communications Manger Continued...

- Initiated the first business strategy session and SWOT analysis; used information to generate mission statement, values and identify new product opportunities
- Collaborated with quality control, sales and operations departments and created efficiencies by programming and implementing online portals with automated forms and reporting tools
- Participated in weekly product development meetings and managed the tactical execution for the launch of several new products and color extensions
- Originated an internal process for legal review of documents, campaigns and new product manuals
- Overhauled the World's Greatest Pools marketing campaign
 - Increased customer participation by 33% over a two year period
 - Converted the manual judging process to an easy and secure online voting website
 - Redesigned printed book to align with brand identity
 - Compiled assets and managed the digital development of online flip books for all editions of the printed book
- Re-evaluated Certified Builder Program and restructured it into a tiered loyalty Builder Advantage Program which included incentives and benefits for each level as well as an in-depth sales presentation, online customer portals and customized assets

5.14 to
10.14

Pebble Technology International Marketing Consultant

Scottsdale, Arizona

- Served as the project manager for various marketing campaigns, product announcements and sales initiatives
- Managed outside vendors and consultants to ensure a timely delivery of marketing collateral

9.12 to
5.14

NSB/Keane Account Manager

Scottsdale, Arizona

- Main liaison between clients, NSB/Keane leadership, internal & external production, creative teams and outside vendors
- Oversaw all branding, design, production, marketing/inbound strategies, events and trade shows
- Facilitated kick-off meetings and managed tasks, milestones, timelines, changes, budgets, implementations, results and quality control
- Utilized QuickBooks to manage overall finances of projects: budgets, estimates, invoicing, vendor RFPs and vendor payments
- Organized, delegated, executed and managed the right teams to ensure successful development & delivery of all requested, contracted and additional items, deliverables and events

12.11 to
9.12

Tony Felice PR & Marketing

Account Manager

Phoenix, Arizona

- Established and operated an automated email system that condensed 35 hours to 40 minutes
- Restructured & composed company policies and implemented a tiered pricing structure for clients
- Created, pitched, scheduled and tracked local & national interviews and story placements and all Facebook, Twitter and Yelp posts
- Identified and presented opportunities for advertising, promotions and social media contests as well as managed the execution and implementation

1.11 to
12.11

Yelp Inc.

Account Manager

Scottsdale, Arizona

- Controlled over 500 accounts to ensure satisfied clients while maintaining high retention rates and managing advertising programs, promotions and upgrades
- Partnered with sales teams to ensure a fluid transition from the sales person to the account management department in order to establish proper expectations
- Proactively communicated with business owners and educated them on reputation management and Yelp's functionality
- Utilized Salesforce for client management and building various reports
- Served on various committees and contributed content to the internal newsletter

1.08 to
12.10

Ecolab

Territory Manager

Scottsdale, Arizona

- Established, nurtured and retained client relationships
- Controlled and maintained customer inventories and sold new products
- Gained new accounts through prospecting
- Accountable for monthly service call requirements while achieving direct quarterly sales goals