
Fully Bilingual and bicultural executive with ample experience creating and managing marketing roadmaps for corporate and non-profit organizations

- ◆ Strong critical thinking and analytical skills with the ability to design, implement and conduct industry and market research projects. Skilled at translating research into actionable marketing and communications plans that achieve brand goals and sales objectives.
- ◆ Talented at creating competitive positioning strategies and communications plans by through effective integrated marketing programs.
- ◆ Experienced in developing unique advertising, PR and communications solutions designed to expand donor/customer base and increase revenue.
- ◆ Effective at creating engagement through traditional and digital communication strategies and tactics: advertising, PR, blogging, social communications, events and e-mail campaigns.
- ◆ Highly experienced in media and vendor negotiations.
- ◆ Possess accurate budget management skills that optimize and maximize marketing operations budgets.
- ◆ Team leader focused on accountability with ample cross functional, collaborative capabilities with a hands-on philosophy. Emphasis in team development, problem solving and organization.

Skill Set Overview

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| ◆ Brand Development/ Market Research | ◆ Collateral design support |
| ◆ Traditional Marketing: Communications, Event Management, Public Relations & Advertising | ◆ Digital communications: Social Media , e-mail marketing, Content Development, Blogging |
| ◆ Project Management | ◆ Media, Vendor and Budget Management |
| ◆ Channel Management and Demand Generation | ◆ ROI/Financial Analysis |

Relevant Professional Experience and Selected Career Highlights:

Board Member, Communications Committee Chair; The Doris A. Howell Foundation; San Diego, CA. 2014– Present (Volunteer)
<https://www.carolynnorthrup.com/women-s-health-research>).

- ◆ **Lead the marketing & communications plan in support of the organization’s brand awareness, outreach efforts and fundraising goals. To date, the organization:**
 - ✓ Has a functional marketing plan based on concise committee strategies with a consistent overarching message.
 - ✓ Is in the process of re-branding its image through updated collateral materials, PR and advertising according to its recrafted mission and vision statements. Has grown its brand awareness by communicating/targeting donors directly through e-mail marketing campaigns.
 - ✓ Has a blog in support of the organization’s outreach efforts that enjoys a steady growth; and the social media platforms (Facebook and LinkedIn) meet / exceed the industry’s engagement standards.
 - ✓ Effective PR strategies have resulted in extensive media coverage from the SDUT (Union Tribune and localized press / La Jolla Light).

Free Lance Communications Projects; San Diego, CA. 2015 – 2018

I bring my corporate marketing and communication experience to individual business owners in the areas of branding, communications strategies, content development and implementation (web & blog), and social media management; allowing my clients to focus on pursuing new opportunities.

- ✓ www.health-advocacy4U.com, in support of insurance professional’s advocacy efforts
- ✓ www.howellgala.org, in support of the Howell Foundation’s 2017 annual gala (inactive)
- ✓ www.vivendigroup.com, developed and implemented content for real estate agent through ProAgent CMS

Marketing Director, MCR Innovations and Packaging; San Diego, CA; 2012 (<https://www.carolynnorthrup.com/green-health>)

Led, coached and collaborated with a team of 4 in the development and execution of marketing strategies for corporate and affiliate brands that resulted in the successful launching of specialized retail stores in California and Michigan.

- ✓ Developed and established franchise strategic operation guidelines –training, logistics and marketing.
- ✓ Implemented franchisee program through branding initiatives, website development, merchandising, events, traditional and online advertising, social media and PR that resulted in the achievement of established sales goals within the second month of store operations.
- ✓ Developed company’s Investor/Executive presentation overview that aided in the signing of international and domestic franchisee/partners worth \$350K

Outreach Specialist; Center for Employment Training) CET; San Diego, CA. Jan. –June, 2010 (Temporary)

- ♦ **Managed and exceeded student enrollments to the vocational school.**
 - ✓ Implemented PR, bilingual and speaking engagement skills to present the Center, exceeding enrollment application goals.

Marketing Manager, US Financial Management; San Diego, CA; 2007 – 2009 (<https://www.carolynnorthrup.com/debt-negotiation>)

- ♦ **Led a team of two in the development and implementation of marketing campaigns that resulted in a consistent 10% sales growth over a period of 2 years while reducing marketing operations costs.**
 - ✓ Optimized the current \$100k/month marketing operations budget by 20% through media investment negotiations while achieving sales objectives.
 - ✓ Optimized SEO/PPC efforts by managing external consultant while maintaining investment costs.
 - ✓ Implemented digital and traditional advertising and public relations strategies that supported the company's branding efforts, generating leads worth \$250K.
 - ✓ Implemented an educational outreach campaign on budget and debt management.

Women's Health Program Coordinator/CEO Exec. Assistant, La Jolla Institute for Molecular Medicine; San Diego, CA; 2005 – 2007 (<https://www.carolynnorthrup.com/innovations-in-women-s-health>)

- ♦ **Developed and implemented communication guidelines for the Institute's outreach program *Innovations in Women's Health Research*. Efforts led to the increase of partner sponsorships by 35% and event turnout by 20%.**
 - ✓ Utilized marketing expertise to create communication pieces, presentations, reports, newsletter and webpage to attract new sponsors and donors.
 - ✓ Implemented time and project management approaches to systematize CEO's multiple projects.
 - ✓ Applied PR practices that supported the Institute's visibility in the community. Coordinated visit by Congresswoman Davis to launch the new *Innovative Center for Wound Healing Research* that led to mentions in key local publications.

Marketing Manager (Western Region), T-Systems International; San Diego, CA; 2003 – 2004 (<https://www.carolynnorthrup.com/agriculture>)

- ♦ **Oversaw the marketing launching processes of the company's new agriculture technology, achieving new brand positioning and exceeding revenue objectives for the region: California, Oregon, and Washington**
 - ✓ Managed a channel base of 19 distributors, developing marketing, PR and communications support that led to an increase of 7% over forecasted sales objectives through accurate demand generation programs.
 - ✓ Optimized PR budget by 75% through the development of white papers and editorial participation in key agricultural publications.

Public Relations Manager, Latin America_QUALCOMM'S Globalstar Division; San Diego, CA; 2001

- ♦ **Directed regional media programs and provided counsel to all levels of management through executive PR training programs based on extensive industry research. Translated corporate messaging for dissemination in Latin America.**
 - ✓ Oversaw national media strategies and programs that supported the Globalstar brand. Developed corresponding press releases, communications guidelines for joint partner releases and messaging for events. Designed and implemented tradeshow communication strategies.

Corporate Marketing Director, Grupo SYC; Mexico City, Mexico; 1997 – 2000 (<https://www.carolynnorthrup.com/technology-sistemas-integration>)

- ♦ **Built and directed a team of six in the execution of all marketing and communications efforts for the company and its business partners.**
 - ✓ Funded, implemented and managed company and co-op channel advertising programs for 12 different brands.
 - ✓ Launched e-commerce website for company (mexmart.com). Achieved overall business and sales goals, exceeding income revenue of 10% within the first year. Negotiated consignment inventories, reducing operating costs by 20%.

MARCOM Manager, Digital Equipment Corporation (DEC); Mexico City, Mexico; 1992 – 1997

- ♦ **Managed communications strategy and programs for the company's corporate and channel base.**
 - ✓ Collaborated in the first industry side- by- side advertising campaign in Mexico that resulted in a 4-point market positioning advancement. Effective negotiations with media and business partners extended the annual marketing budget by 25%.

Education and Professional Development

♦ Universidad Intercontinental ♦ Mexico City, Mexico	Communications	1984-1998
♦ SDSU College of Extended Studies ♦ San Diego, CA	Marketing and Social Media	2010-2011
♦ A Women's Wellness Center ♦ San Diego, CA	Volunteer – Marketing	2010
♦ The Doris A. Howell Foundation ♦ San Diego, CA	Volunteer – Marketing	2012 - 2014
