
MARKETING & COMMUNICATIONS LEADER

Brand Strategy | Integrated Campaigns | Nonprofit & Corporate Growth

PROFILE:

Fully bilingual and bicultural strategic marketing and communications leader with a track record of driving brand growth, audience engagement, and revenue generation across corporate and nonprofit sectors. Expertise in translating market intelligence into high-impact campaigns that strengthen positioning and deliver measurable outcomes. Known for blending strategic vision with hands-on execution—leading cross-functional teams, optimizing budgets, and building integrated communications ecosystems across digital and traditional channels.

CORE CAPABILITIES

- Brand Strategy & Market Positioning
 - Integrated Marketing Campaigns (Digital + Traditional)
 - Bilingual Communications (English/Spanish)
 - Content Strategy & Development (Web, Email, Social)
 - Fundraising & Donor Engagement Campaigns
 - PR, Media Relations & Thought Leadership Placement
 - Budget Optimization & Vendor Negotiation
 - Cross-Functional Leadership & Team Development
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PROFESSIONAL EXPERIENCE

Board Member & Communications Committee Chair and volunteer

The Doris A. Howell Foundation | San Diego, CA | 2013–Present

(www.carolynnorthrup.com/women-s-health-research) (www.howellfoundation.org)

Led marketing and communications strategy to advance brand visibility, donor engagement, and fundraising performance for a women’s health nonprofit.

- Developed and executed a comprehensive communications roadmap aligning branding, outreach, and fundraising goals
 - Strengthened brand consistency across web, social, PR, and print—elevating organizational visibility and credibility
 - Drove donor engagement through targeted email marketing campaigns (Constant Contact), contributing directly to fundraising outcomes
 - Created and managed digital content strategy (website, blog, social media), increasing audience reach and engagement
 - Directed external vendors (PR, advertising, web development) to deliver integrated, high-quality campaigns
 - Secured media placements in key publications through strategic PR outreach
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Marketing & Communications Consultant (Freelance) San Diego, CA | 2013–Present

([Carolyn Northrup/Bilingual Web & Social Development](#)), [Communications | carolynnorthrup](#)

Advise corporate and nonprofit clients on brand strategy, communications planning, and digital execution.

- Delivered end-to-end branding and communications strategies, from positioning through execution
- Developed and launched websites, content platforms, and social media programs to support advocacy, real estate, and nonprofit initiatives
- Key projects include initiatives supporting immigrant advocacy, healthcare navigation, and nonprofit fundraising campaigns

Marketing Director

MCR Innovations and Packaging | San Diego, CA | 2012

[Green Health | carolynnorthrup](#)

Led marketing strategy and execution for corporate and affiliate brands, supporting retail expansion and franchise growth.

- Directed a team of 4 to launch specialized retail stores in California and Michigan, achieving sales targets within 60 days
- Built franchise marketing and operational infrastructure (training, logistics, branding) to enable scalable growth
- Developed investor and executive presentations that secured \$350K in domestic and international partnerships
- Executed integrated campaigns across web, retail merchandising, PR, and social media

RELEVANT CAREER HISTORY

Marketing Manager

US Financial Management | San Diego, CA | 2007–2009 ([Debt Negotiation | carolynnorthrup](#))

- Led bilingual (English/Spanish) campaigns driving consistent **10% annual sales growth** while reducing marketing costs

Women's Health Program Coordinator / Executive Assistant to CEO

La Jolla Institute for Molecular Medicine | 2005–2007 ([Innovations in Women's Health | carolynnorthrup](#))

- Increased sponsorships by **35%** and event attendance by **20%** through targeted communications and outreach strategy

Marketing Manager, Western Region

T-Systems International | 2003–2004 ([Agriculture | carolynnorthrup](#))

- Led regional product launch and repositioning across CA, OR, WA, exceeding revenue targets

Public Relations Manager, Latin America

QUALCOMM – Globalstar Division | 2001

- Directed regional PR strategy and executive media training; localized corporate messaging for Latin American markets

Corporate Marketing Director)

Grupo SYC | Mexico City | 1997–2000 ([Technology | carolynnorthrup](#))

- Built and led a team of 6 managing all marketing and communications functions

MARCOM Manager

Digital Equipment Corporation (DEC) | Mexico City | 1992–1997

- Managed corporate and channel communications strategy and execution

EDUCATION

Communications

Universidad Intercontinental | Mexico City

Marketing & Social Media

San Diego State University – College of Extended Studies
