
Fully Bilingual and Bicultural Executive with ample Experience Creating, Implementing and Managing Communications Roadmaps for Corporate and Non-Profit Organizations

PROFILE:

I help national and international organizations market their value through effective and timely marketing campaigns to achieve/exceed goal expectations. I possess extensive experience in creating and disseminating communications assets that create engagement and position the organization favorably for growth.

- Spanish native speaker.
- Application of market research data into actionable brand positioning strategies.
- Strategy development and tactical implementation of on line/off line communications: PR, advertising, collateral/newsletter design, e-mail marketing, content development and management, blogging, social media.
- Budget management skills to optimize/maximize operations budgets, including media and vendor negotiations.
- Strong creative, strategic, analytical and organizational skills.
- Team leader with a hands-on philosophy, focused on accountability, with ample cross functional and collaborative capabilities, relationship building, problem solving and organization.

PROFESSIONAL HIGHLIGHTS

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

Develop and implement the marketing & communications roadmap in support of the organization's branding, outreach and fundraising objectives.

- Evolve and ensure consistency and integrity behind the organization's brand on online and offline communication's efforts: web, blog, collateral materials, PR and advertising
- Fundraise and drive donations by targeting donors directly through e-mail marketing campaigns in Constant Contact.
- Launch, author and update content for digital communications efforts: web, blog and social media (FB & LI).
- Develop creative projects and manage corresponding vendors: advertising, PR and Web Development firms.
- Secure participation in key market publications through effective PR best practices.

Free Lance Communications Projects; San Diego, CA. 2014 - Present

I bring corporate and non-profit communication experience in the areas of branding and communications strategies, content development and implementation (web & blog), and social media management.

- www.bridge-of-love-across-the-border.com, in support of a grassroots effort for immigrants (2019).
- www.health-advocacy4U.com, in support of insurance professional's advocacy efforts. (2017)
- www.howellfgala.org, in support of the Howell Foundation's 2017 Annual Gala. (closed) (2017)
- www.vivendigroup.com, to integrate real estate agent with ProAgent CMS. (2015)

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, 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 (Dominican Republic) and domestic franchisee/partners worth \$350K.

CAREER HISTORY

Outreach Specialist, Center for Employment Training) CET; San Diego, CA. Jan. –June, 2010 (Temporary)
Managed and exceeded underserved student enrollments to the vocational school.

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 (English/Spanish) that resulted in a consistent 10% sales growth over a period of 2 years, while reducing marketing operations costs.

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%.

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.

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.

Corporate Marketing Director, Grupo SYC; Mexico City, Mexico; 1997 – 2000

<https://www.carolynnorthrup.com/technology-systems-integration>

Built and directed a team of six in the execution of all marketing and communications efforts for the company and its business partners.

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

Managed communications strategy and programs for the company's corporate and channel base.

EDUCATION:

Universidad Intercontinental, Mexico City, Mexico,	Communications	1984-1998
SDSU College of Extended Studies, San Diego, CA,	Marketing and Social Media	2010-2011