



craig.BALLARD

Marcom Professional

## INFO



### Phone

202.701.9794



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### Website

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## EDUCATION

### Master of Science (Candidate)

Franklin University

Major: Marketing & Communication

### Bachelor of Arts

University of Maryland Eastern Shore

Major: Communications Arts

Minor: Graphic Arts

## CERTIFICATIONS

### Marketing & Brand Management

George Washington University

### Professional Marketer

American Marketing Association

### Velo Developer

WIX Learn

### Professional Web Design & Graphic Design

Adobe Digital Learning Services

## PROFILE

Results-driven marketing and communications professional with a rare blend of creativity and analytical intuitiveness. Proven track record of enhancing brands through diverse channels, recognized with multiple awards for innovation. Solid technical proficiency, project management expertise, and business acumen. Let's propel your brand to new heights together.

## EXPERIENCE

### Marketing Manager

SLTNS Engineered Systems

2021 - Present

- Create company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization.
- Develop and implement marketing strategies to use for launches, rebranding campaigns and promotions.
- Research developing trends to stay updated with new ideas and marketing practices.
- Boost brand awareness and generate leads while managing internal and external marketing campaigns and programs.

### Marketing Manager

Chesapeake Systems

2015-2020

- Performed market segmentations, targeting and positioning for each product line.
- Used data analytics to track lead generation campaigns and improve quality.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Launched successful digital marketing campaigns that achieved goals for increased website traffic.
- Wrote and distributed press releases to increase brand visibility.
- Analyzed and reported on KPIs to validate and demonstrate success of marketing campaigns.
- Created company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization.
- Developed and implemented marketing strategies to use for launches, rebranding campaigns and promotions.

## SKILLS

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- Adobe Creative Suite
- Constant Contact
- Final Cut Pro
- Google Analytics
- HubSpot
- MS Office 365
- Power Director
- Salesforce
- Wordpress
- Wix

## EXPERTISE

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- Project Management
- B2B & B2C Marketing
- Team Leadership
- Public Speaking
- Writing/Editing
- Multimedia Production
- Budget Management
- Business Development
- Graphic & Web Design
- Social Media/SEO
- Advertising/Public Relations

## REFERENCES

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### **Dick Rhodes**

*Vice President, The Bryant Group*

Phone: 410.353.9179

Email: dick.rhodes@bryantgroupinc.net

### **Tia Owens**

*Sr. Project Management Analyst, FedEx*

Phone: 901.212.9001

Email: tia.owens@fedex.com

### **R.L. Gladden**

*CEO, Chesapeake Systems (Ret.)*

Phone: 240.264.1522 | 410.320.4599

## EXPERIENCE CONTINUED

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### **Director of Creative Services Marketing**

*Colour Urbanus*

2012 - 2015

- Worked collaboratively with levels of management and implemented strategic-based promotions.
- Identified and implemented strategies for increasing corporate brand awareness and resonance.
- Supervised creative team in brand, image and daily topical promotion.
- Produced highly creative marketing materials and used research to grow client base.
- Managed branding campaigns and event marketing initiatives in print, video, web and social media.

### **Communications Director**

*Westover Consultants*

2010 - 2012

- Developed communications strategies to drive forward progress in public relations.
- Analyzed market data to inform strategic decisions.
- Built and maintained relationships with key clinicians, spokespeople, advocates and opinion leaders.
- Coordinated advocacy relations meetings and prepared necessary materials in advance.
- Supported company initiatives through development and implementation of internal and external communication strategies.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data, and budget factors.
- Led team of marketing professionals, offering mentoring and coaching to build knowledge and skills.

### **Marketing Communications Consultant**

*Douglas Development Corporation*

2009 - 2010

- Maintained positive relationships with external marketing and PR teams, optimizing value with collaborative approach.
- Coordinated effective placements of media announcements, billboards and print ads for maximum effectiveness and exposure.
- Prepared cross-platform social media promotions, capitalizing on strengths of each site to effectively reach target audiences.
- Led strategic development and implementation of clients' branding and marketing plans.
- Instituted strategic planning processes to determine future direction and lay out plans for growth.