

MONICA MACHON

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OBJECTIVE

To represent my employer with enthusiasm and pride, using my extensive marketing background, creativity, and work ethic to become a valued asset within my company.

HIGHLIGHTS

- ☆ Promoted after 5 months to add the role of Traffic Coordinator to my job responsibilities
- ☆ Created Standard Operating Trade Show Procedures, processes, and order forms that resulted in increased productivity by simplifying and streamlining the trade show process
- ☆ Contributed to Tiger Claw, Inc.'s listing on the INC 5000, the fastest growing private companies in America in 2008, 2009, and 2010
- ☆ Decreased marketing expenses by 81% after taking design responsibilities in-house
- ☆ Recognized for creating internal filing system for marketing materials increasing accessibility and efficiency, saving Tiger Claw, Inc. both time and money

SPECIALTIES

Marketing Traffic: Create schedules, track materials, and forecast the workflow of all sales and marketing materials as well as coordinate all production tactics for all projects

Graphic Design: Design and creation of product packaging, instructions, and addendums

Brand Management: Development and execution of new product launches

Public Relations: Design and management of newsletters, press releases, email blasts, and flyers

Event Coordination: Trade show planning, management, and coordination

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Word, Microsoft Excel

Social Media: Facebook, Twitter, YouTube

WORK

EXPERIENCE

Dec 11 – Present

The Comex Group – Denver, CO

Events, Branding, and Marketing Traffic Coordinator

- Responsible for all logistics, staffing, booth design, promotional campaigning, media activities, customer hospitality, and business partner meetings for national trade shows
- Responsible for managing the marketing budget for national trade shows. Budget included giveaway items, all aspects of national trade shows, and travel
- Create and update product labels for the five regional brands throughout the United States
- Collaborate with necessary departments to ensure product labels meet all brand and legal standards
- Provide support to sales representatives, store staff, brand managers, and executives in the corporate office and for the four regional brands throughout the United States
- Manage the outsourcing of print, promotional material, and other marketing/sales projects
- Create and maintain status reports for marketing projects and marketing budget
- Submit, organize, and record all marketing invoices to help maintain and track the corporate marketing budget
- Create, maintain, and constantly update schedules and work flow tools, including creative briefs, PDF files and all relevant communications between team members for the 5 brands throughout the United States
- Assist with proofing all marketing and ecommerce material for content, offer and disclaimers
- Obtain all required approvals on all marketing and sales assets.
- Worked with vendors to obtain and evaluate project quotes
- Maintained relationships with freelance designers, vendors, and business partners.

June 11 – Dec 11

Reid and Wright, Inc. – Broomfield, CO

Marketing Manager

- Developed and managed yearly marketing calendar ensuring all marketing effort are executed properly and on time
- Created marketing budget and approved requests to ensure budget is maintained
- Developed and designed promotional and sales flyers
- Developed and maintained relationships with vendors, partners, manufacturers, and dealers
- Managed co-marketing accounts for retailers and maintained account balances
- Assisted with creating marketing and sales campaigns and promotions
- Responsible for coordinating, staffing, and managing regions and local trade shows

May 08 – Jan 11

Tiger Claw, Inc. – Bristol, CT

Marketing Programs Manager

- Solely responsible for managing all marketing efforts for Tiger Claw, Inc.
- Responsible for all logistics, staffing, booth design, promotional campaigning, media activities, customer hospitality, and business partner meetings for national and regional trade shows
- Maintained website content and social media efforts
- Designed advertisements and work with contracted advertising firms on marketing campaigns
- Maintained relationships with business partners, wholesale distributors, retailers, and vendors
- Submitted and update product listings through e-commerce channels (Home Depot, Overstock.com)
- Developed, designed, and update packaging for new and existing products
- Managed the outsourcing of print, web, and video marketing/sales projects
- Responsible for all marketing requests from Sales Programs Manager, National Accounts Manager, and Regional Sales Managers

May 07 – May 08

Inergy Propane LLC – East Longmeadow, MA

Marketing Manager

- Managed marketing efforts for the Eastern New England Division of Inergy Propane
- Worked with branch managers to execute marketing ideas and increase customer satisfaction
- Built and maintained long-lasting relationships with product vendors
- Researched location demographics to better utilize marketing resources
- Conducted customer surveys to measure division performance

EDUCATION

Western New England University, Springfield, MA

Bachelor of Science in Business Administration, May 2006

Accredited by the Association to Advance Collegiate Schools of Business

Marketing Communication / Advertising: Cumulative GPA: 3.04

Study Abroad: Bond University, Gold Coast Queensland, Australia