

SENIOR FIELD MARKETING EXECUTIVE

RETAIL OPERATIONS — TRADE MARKETING — SHOPPER-CENTRIC STRATEGIES



15+ years of experience championing sales, marketing, branding, and advertising strategy to drive YOY sales, client growth, and exponential ROI in B2B and B2C environments.

CORE COMPETENCIES

- | | | |
|------------------------------------|------------------------|---------------------------|
| ✦ Customer Acquisition & Retention | ✦ New Product Launches | ✦ Multi-Channel Marketing |
| ✦ Market & Consumer Intelligence | ✦ Integrated Marketing | ✦ P & L Management |
| ✦ Agency & Vendor Management | ✦ Sales Management | ✦ Direct Marketing |
| ✦ Stakeholder Engagement | ✦ Retail Execution | ✦ Lead Generation |

NOTABLE ACHIEVEMENTS

- ❖ **Generated 560% ROI and more than 2M consumer media impressions** through co-branding promotions with Disney/Pixar's CARS movie.
- ❖ **Achieved 500K+ incremental units sold, 52% increase in total rebates, and 800% ROI** by integrating print, broadcast, online, publicity, and in-store marketing programs.
- ❖ **Enhanced new customer activation 23% and increased dealer sales 9%** in select markets through the implementation of multiple CRM initiatives aimed at improving dealer experience.

PROFESSIONAL EXPERIENCE

THE FIRESTONE TIRE & RUBBER COMPANY

Nashville, TN | 1992–Present


World's largest tire company with facilities across 6 continents; annual sales exceeding \$15B.

✦ Senior Retail Marketing Manager | 2013–Present

Lead the strategy, development, and execution of multi-channel marketing initiatives for retail. Supervise 2 direct reports and 4 agencies to administer cross-channel initiatives for retention and acquisition programs.

- ◆ Accelerated sales and overall market share for company's most profitable product line. Led co-branding promotions with Disney/Pixar, gaining more than 2M consumer media impressions.
- ◆ Spearheaded wayfinding and messaging for leadoff Learning Center store staged as real-life laboratory.
 - ❖ Selected and contracted agency to execute retail design within existing architecture.
 - ❖ Championed store merchandising plan to reinforce and enhance brand loyalty.
 - ❖ Captured learnings and disseminated best practices out to remaining stores within the chain.
- ◆ Orchestrated collaboration of 3 agencies in the development of research-based CRM program.
 - ❖ 25% improvement in ROI since program inception.
 - ❖ 9.9% surge in household retention rate.
 - ❖ 2.1% increase over prior year for transaction spend per retained household.
- ◆ Launched ROI from 70% to 250% in select stores, making strategic budget decisions based upon predictive modeling and targeting investment dollars accordingly.
- ◆ Developed multi-channel (television, radio, print, and search) campaign strategy—process and playbook—for 11 new locations opened in 2015.

MARY NOLAN

marynolan@gmail.com | 734-565-9132 | 

✦ Customer Acquisition & Retention Manager | 2011–2013

Managed \$14.5M marketing budget for 640 retail stores across the US.

- ◆ Unveiled company's first customer marketing concepts to 3K conference attendees, educating dealers on shopper marketing concepts and programs.
- ◆ Administered private-label credit card program within retail store chain, increasing total card sales 38%.
- ◆ Developed national promotions and incentive programs still in use today.
- ◆ Drafted positioning strategy and brand standards guide.

✦ Strategic Dealer Development Manager | 2009–2011

Served as business advisor to 8 key accounts, representing 198 retail locations to initiate "best-in-class" programs.

- ◆ Developed grand opening campaign for store takeovers, achieving incremental lift of 8.3% in sales, 14.1% increase traffic count, and 8.5% increase in tire sales versus pre-promotion.
- ◆ Increased key account net shipments 16.3% and net shipment dollars 17.6% over prior year.
- ◆ Appointed to Steering Committee for annual conference. Planned and executed 11 business seminars and 24 information sessions for 3K attendees. Achieved 16% increase in attendance over prior year.

✦ Co-Marketing & Corporate Events Manager | 2007–2009

Oversaw \$36M budget for national promotions, media support, sales incentives, and in-store merchandising.

- ◆ Implemented in-market co-op advertising, leveraging spend efficiencies to achieve maximum reach.
- ◆ Initiated in-store merchandising materials for 5,000 locations to support national campaign, new tire launches, national events, and account-specific promotions.
- ◆ Formulated retailer programs to enhance sales knowledge and expertise, encompassing 25 markets, 100 sessions, and 3,800 participants. Attendee sales outperformed non-participant efforts by 336%.

✦ Trade Marketing Manager, Bridgestone | 2001–2007

Led \$26M integrated national retail strategic marketing plan.

- ◆ Increased incremental unit sales by 5% while reducing media spend by \$1M.
- ◆ Product line exceeded first-year budget projections by 158% and margin estimates by 180%.

✦ Region Manager, Dealer Sales (1997–2001), Marketing, Sales & Promotions Manager (1992–1996)

Drove business results representing \$107M in 8 states with team of 12 sales associates.

- ◆ Surpassed both unit and collectible dollar objectives 5%+ YOY. Improved revenue per tire by 2.6%.
- ◆ Established initiatives for top 10 accounts to further enhance business opportunities. Gained 23% incremental sales revenue and expanded accounts into 20 additional locations.

Prior experience as the **Account Executive for Pepsi-Cola** with Vonage, Inc., spearheading marketing and merchandising programs for 2 regional teams.

EDUCATION & TRAINING

Master of Science in Sports Marketing, Miami University, Coral Gables, FL

Bachelor of Science, University of Wisconsin, Madison, WI

Loyalty Expo, Loyalty 360

Reinventing You: Define Your Brand, Imagine Your Future, Harvard Business Review

Six Sigma Leadership Training, The Firestone Tire & Rubber Company