

# LAURISSA J. DOONAN

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## PROFESSIONAL PROFILE

Over 20 years of progressive growth in marketing leadership with keen ability to create and reinvent business marketing strategies and consistently exceed corporate goals with particular expertise in:

- Unparalleled leadership creating vision for implementation and alignment of new product launches and strategic marketing concepts.
- Creating and building highly successful business and marketing programs to drive bottom line profitability and growth.
- Launching market research and identification, analysis, and response strategy regarding competitive market opportunities and deficiencies.
- Utilizing market research to identify competitive market opportunities and develop unique market strategies.
- Aligning sales and marketing to facilitate organization's growth focused mission.
- Conceptualizing and generating innovative ideas, analyzing problems and developing effective solutions.
- Creating and facilitating solutions for complex problems while focusing on bottom line results.
- Fostering highly effective teams through motivational leadership style encouraging loyalty, creativity and self-directed behavior.

## ACCOMPLISHMENT HIGHLIGHTS

- Created targeted customer campaign as Director of Marketing at Timberlane. Modified ads to reflect a quality product for high-end homes. Average Order Value (AOV) increased 11%, \$200 per order in year one. The second year, with more audience targeting and self-qualification, that increase grew 16% over the previous year, which added \$425 to the AOV. To date, the AOV has increased 42.5%, \$1K per order.
- Leadership*
- Collaborated with Director of Sales to support the direct-marketing/inside sales business model. Developed a series of rules of engagement and created dozens of processes, each of which provided useable data and results on how to effectively take a lead through to a sale, and maintain consistent follow up with existing customer base. Exceeded growth objective by 8.8% for total growth year over year over 20%.
  - Identified communication gaps between sales and production teams. Reviewed processes to uncover ways to improve interactions. Initiated meetings between sales rep, lead developer and project manager to thoroughly scope out project. Collaboration provided clear understanding of project status, produced more efficient billing, reduced overtime, decreased time to delivery by 20%, and led to the development of a service and support package offering which combined with better project costing, increased quarterly billings by 25%.
- Knowledgeable*
- Designed identity and standards for single location brand. Company quickly became a franchise, and set up 11 individually owned locations throughout the country. Extended marketing and creative support for all locations. Created marketing materials including: promotional flyers, advertising layout and copy, event pieces, and brand standard templates.
  - Utilized experience and knowledge in web development and instructional design to develop a basic structure and layout across 12 distinct ecommerce sites. Eliminated redundant reporting and ensured overall corporate brand and unique identity of each sub-brand were maintained. Worked with IT to set up platform that supported the new design, and allowed for dynamic content to be displayed based on flexible, selectable criteria. Sales increased by an average of \$8K per day, the most important increase being on products with higher margins which led to a 7% increase in overall profitability, all within the first 2 months.
- Strategic*
- Engaged and collaborated with outside agency to maximize paid search programs. Developed full strategy and plan based on market with set goals and objectives. Within 10 months, CPA dropped from \$45 to under \$35 a lead, while the number of leads jumped more than 17% from approximately 830 new leads a month to over 1000.
  - Analyzed requested market strategy and suggested alternative time line for expansion into specific international markets to allowed opportunity to fine-tune messaging, focus on and reduce the sales cycles with clients in renovation phases of infrastructure projects, while gaining indirect attention with the agents who would provide access to the international decision makers. The client was pleased and awarded the business. This represented an annual contract of over \$500K, the largest contract from a new client in 5 years.
- Skills & Expertise*
- Content planning and creation, Inbound & Outbound Marketing, Content Creation, Digital Marketing (search, display, native, social, email, automation), eCommerce Marketing & Management, Strategic Marketing, Traditional Marketing, Media Planning, KPI tracking and analytics, P&L, CRM, Inbound & Outbound Marketing

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**PROFESSIONAL EXPERIENCE**
**CHARTER MARKETING, DOWNINGTOWN, PA** **2011-Present**  
*Strategic Marketing Consultant*

- Dedicated to helping small companies and non-profit organizations develop efficient and effective marketing strategies to deliver increased sales, new customer audiences, and increase fundraising and volunteer efforts.
- Increased program engagement for fundraising events by an average of **500%**, with one event delivering more than **300** paying attendees, where **25** had attended in previous years.
- Implemented cross-platform customer tracking and reporting to reduce redundant tasks and deliver on-demand KPI dashboards and reporting to track customers and initiatives.

**TIMBERLANE, INC., MONTGOMERYVILLE, PA** **2012-2016**  
*Director of Marketing*

- Developed entirely new marketing approach for organization that was redefining its place in the retail industry as a retailer and manufacturer in an uncertain, evolving luxury economy that targeted consumer, construction, and architect audiences.
- Rebranded and developed new collateral, including catalog, printed and digital collateral, resource-based responsive website, social media presence, ad campaigns, lead nurturing and generation strategies, and customer relationship cultivation.
- Established brand definitions and guidelines, developed and wrote multi-year content strategies to support overall short and long-term goals, including social, video, sales tools, mobile applications, educational presentations for historic and architectural educational settings, and re-established relationships with specific audiences to increase leads and sales.
- Developed annual and multi-year strategies and budgets with P&L reconciliation, to increase sales, audience and industry penetration, and expansion into newly targeted audiences and product offerings.
- Increased overall sales by **24%** while decreasing percent of marketing spend by **1.2%**, despite expanded marketing department. In 3 years I increased sales by **46%**.

**LOREL MARKETING GROUP, KING OF PRUSSIA, PA** **2010-2012**  
*Director, Interactive Strategy*

- Developed short and long-term strategic and multichannel tactical marketing plans that delivered increased ROI targeting for B2C and B2B clients across a wide range of industries including health care, retail and entertainment.
- Managed and mentored a team of multilevel staff members.
- Defined and analyzed performance based tactics and metrics to track and define success.
- Developed and managed multi- and omni-channel content strategies & tactics, created content to support it.
- Researched and created a client marketing strategy and calendar that resulted in a new 12-month client contract valued at over **\$500K**.

**PETSUNITED, LLC., HAZELTON, PA** **2008-2010**  
*Senior Marketing Manager, eCommerce*

- Implemented marketing and customer experience tactics including reviews, recommendations, social sharing, social media, point-of-purchase offers, email, affiliate marketing, PPC/SEM, affinity and partnership marketing and catalog.
- Increased retail customer conversions by **30%** across 6 ecommerce B2C divisions in less than **12** months.
- Increased daily sales of higher margin products by an average of over **\$8,000** a day on consumer ecommerce properties
- Provided management weekly revenue and ROI reports by channels and by campaigns.

**IGCN, EASTON, PA** **2005-2008**  
*Senior Project/Client Services Manager*

- Responsible for the client marketing strategy and account management of a web-based content management and portal platform in the healthcare industry, and the product offering to maintain industry marketability.
- Collaborated with Product Development team in Agile-like SaaS development for customer use cases resulting in new product development, increased quarterly billings by **25%**.

**LS FRANCHISE, INC., BLAUVELT, NY** **2002-2009**  
*Creative Director, Marketing (Freelance Consulting)*

- Developed identity, brand standards & guidelines, all marketing initiatives and campaigns, content and materials for the franchise company and the individual franchisees through self-serve on-demand services.

**EDUCATION**

**McGill University, Montreal, Quebec, Canada**  
**Bachelor of Arts- Humanities**