

Wendy Flanagan

908-619-7204 | PO Box 198, Hope, NJ 07844 | wendykf06@gmail.com | [LinkedIn](#) | [Bluesky](#) | [Facebook](#)

Sr. Marketing & Brand Communications Executive

A senior marketing and design executive with diverse experience in various industries, channels and media, I drive strategic and tactical marketing and communications solutions, represent organizations, share knowledge, and build brand and teams for ongoing success by leveraging my creative expertise and business acumen.

OBJECTIVE

A full-time position where my dedicated focus to a brand and its offerings can realize consistent, measurable growth and profitability while operating within the vision, mission, and values of the institution.

EMPLOYMENT HISTORY

Brand4Market, President & Marketing Consultant, 2010-present

Providing freelance and contract-based marketing and creative services for clients including: Blair Academy, Centenary University, Cornerstone Restoration Construction, Daily Racing Form, The DAK Group, Dittman Incentive Marketing, Essential Hires, First Hope Bank, FTI Consulting, HealthFocus, Honeywell, Mariner Wealth Advisors, Matheny Education, Monitor America, Newark Museum, O'Leary Roofing and Construction, Radom & Wetter Attorneys, Ritz Camera, RitzPix, Society of Insurance Financial Management, SW24 Security, Tronex International, VEB CPA, William Paterson University, and WPKN Community Radio.

LARGER CONTRACT ENGAGEMENTS

Honeywell, Marketing & Design Consultant, 2024-2025

Providing change management, copywriting and content consulting for new enterprise-wide software implementation, particularly through training and video script development.

Centenary University, Marketing Director, 2021-2024

Provide marketing strategy, marketing planning, market research, art direction, brand identity management, marketing campaigns, marketing automation for full-funnel approach, design, copywriting, public relations (PR), and content creation for graduate programs, certificates, and newly launched academic programs via online, print, and event marketing. Design, build, and manage WordPress website, social media activity on multiple properties, and campaign creative for digital marketing (paid and owned media channels), digital advertising (PPC), print advertising and out-of-home advertising. Collaborate with academic leadership (product managers) to develop and update content specific to offerings. Lead junior marketing/design team and coach the sales team for timing and activities regarding degree program marketing. Assessed the operating budget and saved hundreds of thousands of dollars by eliminating underperforming advertising channels and agency contracts, consolidating print and premium purchasing, and implementing technology-based solutions to empower the brand... all while stabilizing and subsequently increasing enrollment trends. Review and assess the existing CRM to maximize sales team performance in automation and communications. Implement ActiveCampaign for additional automation preferences, Canva for brand management for remote content creation and management, and SocialPilot for social media management with enterprise teams.

WPKN Community Radio, Marketing & Design Consultant, 2020-2023

Providing marketing strategy, marketing planning, art direction, design, copywriting and content creation for brand activation via online, partner, and event marketing. Design, build, and manage WordPress website (featuring hundreds of radio hosts and programs), social media, and campaign creative for monthly fundraisers and capital campaigns.

Honeywell, Marketing & Design Consultant, 2018-2020

Providing art direction, design, copywriting and content consulting for brand activation within Diversity & Inclusion and HR recruiting for in-person and virtual University recruiting events, video, advertising, social media, and content strategy.

Tronex Herbal, Sr. Director Sales & Marketing, 2014-2015

Responsible for branding, copywriting, design, and production in print, email, ecommerce/web and social media; plus national brand management of 600 SKUs; ABM and new business development. Achievements include: Business strategy, marketing strategy, brand strategy, budget projections, marketing plan and projected ROI; rebranding corporate image; build 1,000 page ecommerce website, create social media channels, develop research-based/PR-based

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content strategy; build pre-qualified prospect base – a 900% increase with segmentation; develop trade show schedule, materials, and media plan; implement CRM and sales/marketing engagement plan via systematic email, direct mail, and telemarketing; and design and develop new retail consumer products and launch plan.

Dittman Incentive Marketing (now Next Level Performance), Director of Marketing, 2012-2013

Providing marketing strategy and planning based on B2B industry organization involvement; designing and building out website, content and social media channels; enhancing and defining product offerings.

MurrayMedia, Vice President, 1987-2009

Agency principal managed a F/T team of 20 designers, marketers, and programmers creating enterprise-level applications and marketing campaigns for clients including: ADT Security, ADP Payroll and Retirement, BASF, Brinton Eaton Wealth Advisors, Calvin Klein Fragrance, Centenary College, CIT, Ebel Watches, GAF, GHI Health Insurance, Hackettstown Hospital, Howard Johnson, Johnson & Johnson, MacDaniel Fire, Merck, Morristown Memorial Hospital, North Jersey Federal Credit Union, Novartis, Radvision, Radware, Ramada, Roche, Schering, Sparta Systems, Sussex County College, Travelport, Tyco Fire/SimplexGrinnell, Upsala College, Verizon Wireless, Warren County College, Warren Hospital, Wyngate, and YSL Fragrance.

SKILLS

Skills include: marketing strategy and planning, art direction, account-based marketing (ABM), brand strategy, brand building, content creation, creative direction, email marketing, graphic design, marketing automation configuration and management, PPC, PR, SEO, social media marketing, team/project management, and website design and development.

Software: Microsoft Office Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML, CMS (Sitecore, Kentico, Wordpress), Email Marketing (Salesforce, ActiveCampaign, Constant Contact, MailChimp), Marketing Automation (Eloqua, Marketo, Salesforce/Pardot), Surveys, CRM (Salesforce, Nimble, Insightly), Google Analytics, Social Media Automation/Monitoring/ Reporting (Hootsuite, SocialPilot), Google AdWords

EDUCATION

The Cooper Union, BFA, New York, NY

Dale Carnegie Sales Advantage Certificate

AWARDS & ACTIVITIES

NJAdClub Jersey Awards 2013, 2014

Corporate Communications Institute Annual Conference presenter 2010, 2012

NJBiz Top 50 Women in Business 2007

NJ Advertising Hall of Fame inductee 2007

IABC – NJ Board Member 2003-05, NJ President 2005, Heritage Region 2006

American Marketing Association – NJ Board 2006, National B2B forum Chair 2006-08

New Jersey Ad Club – Board 2008-12

Marketing Executive Networking Group –Member since 2008; National BOD 2012-14

NJ MarCom Council – Founder/Chairperson 2005-12; event coordinator for 11 non-profits with over 360 guests per event and fundraising including admission, advertisers, and sponsors.