

Wendy Flanagan

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Wendy Flanagan

Marketing Strategist | Designer | Brand Builder | Growth Accelerator

Wendy Flanagan is an award-winning marketing executive with over two decades of experience leading transformative marketing, design, branding, and growth initiatives across industries. As the founder of **Brand4Market**, she has helped dozens of organizations—from startups to Fortune 500s—achieve scalable, measurable growth through integrated marketing and communications strategy, digital transformation, and brand reinvention.

Under her leadership, Brand4Market delivers full-spectrum marketing and creative services including brand strategy, CRM integration, website development, email marketing, content creation, social media management, and marketing automation. Her client portfolio spans sectors such as construction, consumer goods, education, financial services, healthcare, non-profits, technology, legal, security, and technology. Recent notable clients include **Centenary University, Daily Racing Form, FTI Consulting, Honeywell, ONA Bags, The DAK Group, Radom & Wetter Attorneys, and WPKN Radio.**

Flanagan is known for architecting marketing systems that deliver **systematically predictable growth**, customizing strategies for both B2B and B2C environments. She excels at building and reengineering marketing and creative departments, implementing data-driven campaign frameworks, and aligning go-to-market strategies with sales operations to maximize ROI. Her consultative style and operational fluency make her a sought-after advisor for companies undergoing **organizational change, digital transformation, or brand positioning**. Her hands-on skillsets in digital and traditional media make her a daily achiever – helping teams and showing them how to get things done.

Her early career was shaped at **MurrayMedia**, where she became a partner and led creative design and marketing strategy for enterprise clients such as **ADT, ADP, Group Health Inc, Howard Johnson's, Novartis, Calvin Klein, Pfizer, Ramada, Tyco Fire & Security, Verizon Wireless, and Wyndham Hotel Group**. There, she helped evolve the agency from a boutique design firm to an enterprise-level solutions provider, with a 20+ team of designers and programmers creating custom solutions and integrating CRM, CMS, and other SaaS applications into global marketing programs.

Flanagan's thought leadership has been featured in industry conferences and editorial publications. She has served in executive roles with marketing and communications non-profit boards, and her work has been honored by organizations including the **NJ Advertising Hall of Fame** and **NJBiz Top 50 Women in Business**.

She holds a BFA from **The Cooper Union for the Advancement of Science and Art**, and lives in a 200-year-old converted barn in rural New Jersey, just minutes from the Delaware Water Gap.

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CREATIVE MARKETING LEADER | MARKETING, COMMUNICATIONS & BRAND STRATEGIST

Transformational marketing executive with 20+ years of experience driving B2B and B2C marketing strategy, design, brand development, revenue growth, and digital transformation. Proven success in building high-performing marketing and design teams, launching data-driven campaigns, leading go-to-market strategy, and delivering ROI across omni-channel platforms. Expertise in CRM, marketing automation, SEO/SEM, demand generation, product marketing, and internal/external communications.

CORE COMPETENCIES

- Marketing/Communications Strategy & Execution
 - Brand Development & Management
 - Go-to-Market (GTM) Strategy
 - Demand Generation & Lead Nurturing
 - Digital Marketing & Analytics
 - B2B/B2C Integrated Marketing
 - Account-Based Marketing (ABM)
 - Content Marketing & SEO Strategy
 - CRM & Marketing Automation
 - Customer Acquisition & Retention
 - Creative Direction
 - Team Leadership & Talent Development
 - Budget Management & ROI Optimization
 - Change Management & Internal Communications
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PROFESSIONAL EXPERIENCE

Brand4Market – *President | Fractional Marketing Leadership*

2010 – Present | Remote | Multi-client

Lead strategic marketing initiatives for mid-size and enterprise clients across financial services, higher education, SaaS, CPG, and nonprofit sectors.

Key Achievements:

- Designed and executed full-funnel marketing strategies for 30+ clients, increasing MQL volume by up to 300% and improving conversion rates.
 - Developed SEO/SEM, paid social, and content marketing strategies that boosted organic traffic by 125%+ and reduced cost-per-lead by 40%.
 - Implemented CRM and marketing automation platforms (Salesforce, ActiveCampaign, Marketo) to enhance lead nurturing, pipeline visibility, and customer lifecycle management.
 - Led brand positioning, messaging frameworks, and demand generation programs for clients including Centenary University, Honeywell, FTI Consulting, ONA Bags, Ritz Camera, and The DAK Group.
 - Built and optimized WordPress websites, executed A/B testing, and improved UI/UX to drive user engagement and lead capture.
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ONA Bags – *Marketing Director (Contract)*

2025 | Remote

Reinvigorated passive brand through fiscally conservative actions that solved technology issues, leveraged existing assets, reengaged audience base, grew audience base, and engaged audience for influencer marketing.

Key Achievements:

- Increased revenue by 20% year-over-year for the same period in Q4.
- Integrated Shopify and Mailchimp for more meaningful communications and light marketing automation.

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- Regained control of two social media properties (Facebook and Instagram to better manage Meta advertising). Prepared Google Business for next phase Ads.
- Defined campaign plan, messaging, timing, and offers, created all copywriting and graphics, configured MailChimp and SocialPilot for coordinated campaigns throughout the 2025 holiday season.
- Helped other team members to understand product listings, inventory management, and quality control.

Centenary University – Marketing Director (Contract)

2021 – 2024 | Hackettstown, NJ

Directed university-wide marketing strategy, enrollment marketing, and communications to support undergraduate, graduate and professional studies.

Key Achievements:

- Increased enrollment by reversing a three-year decline, improving YOY enrollment by 15% through multi-channel campaign performance optimization.
- Reduced annual marketing spend by over \$200K by cutting underperforming ad channels, insourcing production, and leveraging automation tools.
- Implemented marketing automation workflows using ActiveCampaign and Salesforce CRM.
- Launched digital advertising (Google Ads, Meta, LinkedIn), content marketing, and retargeting strategies that increased lead generation and lead quality.
- Managed cross-functional marketing team and collaborated with admissions and academic leadership on product marketing and messaging.

Honeywell – Marketing & Communications (Contract)

2024 – 2025 & 2018 – 2020 | Remote

Delivered internal communications, change management, and HR marketing initiatives for enterprise software implementation and diversity hiring campaigns.

Key Achievements:

- Led internal communication strategy for new enterprise platform rollout, resulting in 90%+ training completion within 60 days.
- Produced video content and creative assets for recruiting and employer branding campaigns, improving candidate engagement and pipeline quality.

WPKN Community Radio – Marketing (Contract)

2020 – 2023 | Remote

- Rebranded website and digital channels, increasing traffic by 175% and improving monthly donor conversion rates.
- Executed digital fundraising and email marketing campaigns that exceeded monthly revenue goals by 30%.

Tronex Herbal – Senior Director, Sales & Marketing

2014 – 2015 | International Trade Center, Budd Lake, NJ

Oversaw brand, digital marketing, product development, and ecommerce operations for a national personal care brand.

Key Achievements:

- Led rebranding and 1,000-page ecommerce site development, driving a 900% increase in qualified B2B leads.
 - Developed multi-touch email and direct mail campaigns integrated with CRM, resulting in \$1.2M in new pipeline opportunities.
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Dittman Incentive Marketing (Next Level Performance) – *Director of Marketing (Contract)*

2012 – 2013 | *New Brunswick, NJ*

- Revamped brand identity and corporate website to support B2B growth strategy.
- Created industry-focused thought leadership content that expanded reach and influenced sales-qualified leads.

MurrayMedia – *Vice President & Principal*

1987 – 2009 | *Blairstown, NJ*

Founded and scaled a full-service marketing and design agency, delivering award-winning campaigns for Fortune 500 clients.

Key Clients: ADP, ADT, Calvin Klein, Howard Johnson's, Johnson & Johnson, Merck, Novartis, Ramada, Tyco Fire & Security, Verizon, Wyndham Hotel Group

Key Achievements:

- Managed a team of 20+ designers and programmers, executing integrated campaigns across print, digital, internal communications, and change management.
- Increased agency revenue 3X through strategic partnerships, new service offerings, and enterprise client acquisition.

EDUCATION

The Cooper Union, BFA – New York, NY

Dale Carnegie Sales Advantage Certificate

TECHNICAL SKILLS

- **CRM/Automation:** Salesforce, Pardot, Marketo, ActiveCampaign, Eloqua, HubSpot
- **Email Marketing:** MailChimp, Constant Contact
- **Web/CMS:** WordPress, Sitecore, Kentico, HTML/CSS
- **Analytics:** Google Analytics, Google Ads, SEMrush
- **Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva
- **Social Media Management:** Hootsuite, SocialPilot
- **Project Management:** Monday, Basecamp

AWARDS & INDUSTRY LEADERSHIP

- NJ Advertising Hall of Fame Inductee | NJBiz Top 50 Women in Business
- Presenter: Corporate Communications Institute Annual Conference
- Past President: IABC NJ | Board Member: AMA NJ, NJ Ad Club, MENG National
- Founder & Chair, NJ MarCom Council: Managed nonprofit events for 360+ guests; raised funds via sponsorships and advertising