

# MARA BAUSERMAN

## VP OF MARKETING



### EXECUTIVE SUMMARY

Innovative marketing professional with a track record of success developing and implementing marketing strategies for start-up, mid-size and high growth organizations. Excels in building strategic alliances and partnerships to fuel increased brand awareness, market growth and revenue generation.

### PERSONAL SKILLS

Confident leader who executes purposeful planning in order to facilitate growth, sales and a productive marketing strategy that drives ROI. Accomplishes this through strong and personable leadership, leveraging talented people, and appreciating valuable players in order to strengthen business relationships both in the workplace and client space.

### HIGHLIGHTS

- Exceptional communication and networking skills
- Strong leadership in a team environment
- Highly motivated and goal oriented
- Excellent performance under pressure
- Innovative and creative strategist
- Enjoys collaborative work while also having the ability to take ownership
- Highly adaptive and research oriented to develop knowledge-base across multiple industries
- Well established National network of peers and colleagues for extended BizDev relationships

### WORK EXPERIENCE

#### VP of Marketing

Folio Financial, Inc. | April 2019-present

- Manages a group of marketing and sales executives focused on client acquisition, client services and client retention including enterprise, institutional and retail clients and accounts.
- Oversees and drives strategic planning and execution of marketing and PR for 5 business lines and multiple products
- Created and executed leadgen solutions for increased MQLs to the Sales Team
- Reporting and monitoring of department KPIs
- Manages the day to day operations
- Hires and trains new personnel
- Manages the SEO implementation and ongoing maintenance for all website properties
- Handles updates and maintenance for all site properties
- Works closely with heads of business lines and departments on any and all updates, product launches and compliance reviews
- Oversee all Outbound/Inbound Marketing utilizing Hubspot and relevant Martech solutions

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### OBJECTIVE

Join a team to lead efforts in creating a concise and effective marketing strategy to communicate the brand voice and corporate mission.


### PERSONAL NOTE

Having spent the last 10 years honing skills in marketing, sales, business development, leadership and business management, it is now time to embrace a company with an outstanding culture, stability and strong leadership. Looking for a company that is a career partner and not only interested in performance but also purpose, by aligning values and vision while pursuing profit and growth.

### EDUCATION

The Madeira School  
Wilson College  
eCornell Marketing Strategy  
Certificate

### CONTACT

 239 Gardners Lane  
Shenandoah Junction, WV

 biz.mara@outlook.com

 304.279.3951

 LinkedIn: /marketingwithmara

### CAREER ACHIEVEMENTS

- Folio Financial - Outperformed 30 years of SRI Conference attendance and sponsorship with increased marketing efforts and strategic outreach to target audiences
- Folio Financial - Generated leads, in excess of \$1B, driven from Marketing to Sales Team
- Folio Financial - Implemented organizational structure for workflow management and efficiency
- McLean Mortgage - Over 300% growth on website traffic for corporate site when re-launched with a coordinated launch of over 70 loan officer websites
- McLean Mortgage - Over 100% growth in Social Media traffic and engagement on various channels
- McLean Mortgage - Generated leads with an over 30% conversion rate creating over \$10mil in additional revenue which was unseen in the department history

### WORK EXPERIENCE

#### VP of Marketing

McLean Mortgage | April 2018-April 2019

- Managed the Marketing Department consisting of 2-5 full time employees
- Maintained, updated and projected budget, including leadgen return
- Developed and monitored ongoing campaigns
- Developed a metrics and performance baseline for the department
- Created, updated and monitored deployed content
- Prepared and provided presentations for prospective referral partners under MSA guidelines
- Hosted webinars on "best practices" to educate sales force on marketing channels and options
- Developed a recruiting package to provide a competitive advantage to potential loan officers
- Monitored press coverage and awards recognitions

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### TECHNICAL SKILLS

- Martech Automation Solutions
- Hubspot
- SEO & Analytics
- Email Marketing
- Surveys, NPS and Metrics
- Audience Data Collection
- Coding and site development
- Online Publishing
- Video Creation and Editing
- Adobe Suite

### MARKETING SKILLS

- Marketing Campaign Design
- New Product Launch
- Market & Consumer Research
- Key Account Management
- Market Analysis
- Product Positioning
- Brand Development
- Advertising Buys
- Promotional Strategies
- Social Media Marketing Plans
- Public Speaking
- Strategic Partnerships

### EVENT MANAGEMENT SKILLS

- Registration Management
- Site Selection & Site Plan Creation
- Hotel/Venue Negotiation
- Contract/Vendor Negotiation
- Trade Show & Conference Planning
- Sponsorship Acquisitions

### WORK EXPERIENCE

#### Director of Advisor Resource Center

Kestler Financial Group | April 2015-April 2018

Competent and resourceful Marketing Director leading the firms marketing and BizDev channels for both B2B and B2C. Primary role included developing and implementing advisor-friendly strategies created to strengthen the company's brand presence and market share which resulted in over over 100% growth leading to a successful M&A.

#### Event Manager and Director of BizDev

JP Events & Consulting | Feb 2011-March 2015

Creative and energetic event marketing and operations manager offering vast experience working in fast paced environments where professional, organizational and interpersonal skills are needed to manage staff, customers, vendors, budgeting and the financial aspects of special events for a myriad of clientele. Excelled in creating community partnerships, strategic relationships and attracting cooperative business opportunities in order to drive traffic to events and venues which included municipal events, smart-growth mixed use communities and private business events.

#### Real Estate Professional

ERA and RE/MAX Brokerages | Jan 2002-Feb 2010

Serving Berkeley, Jefferson and Morgan Counties, WV as an independent Realtor, from 2003 to 2007. During that time was responsible for business development, marketing and managing a sales team, including six licensed agents and additional support staff, with total sales volume exceeding \$25 Million.