

EWELINA AIOSSA

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MARKETING MANAGER/BUSINESS DEVELOPMENT MANAGER

Talented, results-producing Marketing Professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in directing the creation of marketing tools and steering the execution of marketing programs. Demonstrated success driving growth in targeted markets through implementation of key projects. Solid leadership skills. Adept at communicating with management and internal departments to coordinate overall marketing efforts.

- Strategic Market Planning
- Marketing Collateral Development
- Marketing Collateral Design
- Direct Marketing Programs and Campaign Implementation
- New Market Penetration
- Market Research & Analysis
- Web Development & Management
- Budget Preparation/Administration
- Internet Marketing

PROFESSIONAL EXPERIENCE

MARKETING MANAGER, August 2006 – Present MARSHALL & STEVENS INCORPORATED – New York, NY

Define strategy for and develop, execute, and manage comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicate with customers, management and internal departments to coordinate overall marketing effort in accordance with corporate goals. Plan and carry out regional market research and analyses. Maintain communication with management to ensure marketing activities aligned with business goals. Active member of forward-thinking marketing committee.

Selected Projects:

- ✓ Redesign, administration and update of company websites and their content
- ✓ Prepare, design, schedule and distribute company e-Newsletters (e-mail marketing)
- ✓ Perform secondary research and monitor industry-related information sources for broad-based marketing and business implications
- ✓ Plan, lead and manage public relations efforts and awareness building campaigns, i.e.: press releases, announcements, banner ads, press kits, social media
- ✓ Oversee the office presence at key conferences and events
- ✓ Design uniform marketing collateral materials including sales collateral and online service sheets

MARKETING STATISTICIAN, 2003 – 2006 MANHATTAN NETWORK, INC. – New York, NY

Developed and managed a wide range of marketing tools, including promotional materials and direct-mail pieces. Defined and evaluated product marketing collateral, programs, and analyses. Played an integral role in service promotion activities. Performed BPOs (Broker Price Opinion) for national banks.

Selected Projects:

- ✓ Managed accounts and relationships with various clients (i.e.: Fannie Mae, Fidelity, HSBC)
- ✓ Designed marketing and mailing campaigns, obtained mailing lists, processed mailings, customer contacts, implemented advertising, direct marketing projects, and media outreach across all platforms – print & internet

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Professional Experience Continued

- ✓ Analyzed conversion, sales, and average transaction data to assess business growth from past year
- ✓ Executed market segmentation analyses, competitive research gathering, analysis and summary analyses reporting to senior staff
- ✓ Quantitative analysis and data management, including database and spreadsheet applications, creation and use of tables, charts, and graphics to summarize results
- ✓ Real estate sales and rentals averaging \$2,000,000 per year (*active real estate sales license*)

**SMALL-BUSINESS FREELANCE MARKETING, 2003 - Current
MARKETING CONSULTING/GRAPHIC DESIGN**

Create and implement marketing plans, corporate and small business communication programs and marketing campaigns encompassing advertising, direct mail, marketing collateral, Internet, and public relations programs. Develop creative print and online marketing collateral. Provide direct support to small-business owners.



Portfolio available at: WWW.EWELINA.US

EDUCATION & CREDENTIALS

Bachelor of Science Degree, Business Administration & Marketing, 2002

- Edinboro University of Pennsylvania– Pennsylvania, USA •
Graduated with Magna Cum Laude (GPA 3.8 / 4.0 scale)

Graphic design courses, 2007

- Saint John's University– New York, USA •

**SELECTED PROFESSIONAL
AFFILIATIONS**

- **Sigma Beta Delta** - International Honor Society of Business, Management and Administration
- **American Marketing Association** - Largest marketing association in North America
- **National Association of Realtors** - Largest trade association in the United States; *active real estate license holder*

COMPUTER PROGRAMMING SKILLS

- Fluency in Microsoft Office Suite: M. Word, M. Excel, M. Access, M. PowerPoint, M. Outlook Express
- Practiced Graphics Tools: Adobe Photoshop, Adobe Illustrator, Adobe Contribute

STRENGTHS

- Strong organizational and time management skills; ability to adhere to deadlines and to manage multiple projects simultaneously and efficiently
- Excellent attention to detail
- Creative
- Resourceful
- Comfortable with online marketing tools and resources
- Bi-lingual: Fluent in English and Polish