

# MARYANN JONES

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## MARKETING MANAGER

Accomplished, self-motivated, and results-driven Marketing Manager with experience in delivering growth in targeted markets through integrated initiatives. Proven track record of instituting cost savings measures and exceeding company goals. Demonstrated expertise in developing collateral, evaluating programs for effectiveness, and defining corporate standards/processes. Previously possessed secret clearance as a defense contractor.

### ***Core Knowledge & Skill Areas:***

- ◆ Staff Leadership
  - ◆ Strategic Planning
  - ◆ Vendor Relations
  - ◆ Budget Management
  - ◆ Lead Generation
  - ◆ Market Research/Analysis
  - ◆ Web Management
  - ◆ Program Analysis
  - ◆ Cost Reduction
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### **PROFESSIONAL EXPERIENCE**

PLUM ORCHARD SENIOR LIVING, McLean, VA  
**Senior Marketing Manager (2007-2009)**

2003 – 2009

Instituted comprehensive marketing strategies and campaigns, incorporating integrated initiatives for new and existing facilities. Served as sole project manager, developing the appropriate plans, confirming goals, determining budgets, and allocating resources. Proactively reported to senior management on challenges/opportunities while making recommendations for change. Created collateral and tools for two new brands. Directed/mentored junior team members. Administered marketing budgets up to \$1 million while effectively monitoring funds.

- Surpassed expectations in defining corporate standards and processes for new products as well as marketing plans and materials.
- Exceeded company goals in less than one year, generating 2,000 new leads and more than 130 commitments by executing various marketing initiatives that included direct mail, media, events, and PR.
- Partnered with vendor to successfully launch five new innovative global initiatives to build brand awareness and generate a steady stream of qualified leads.
- Promoted from field marketing manager to senior marketing manager.

### **Field Marketing Manager (2003-2007)**

Collaborated with area and local teams in developing/executing integrated marketing plans for more than 70 facilities while managing and monitoring changing priorities. Compiled and reported regular analysis of data, competition, market challenges, and opportunities with recommendations to senior team. Developed and oversaw all print, direct mail, radio, yellow pages (print & internet) and collaterals while managing respective budgets. Managed in-house graphic designer.

- Successfully integrated over 50 acquired facilities into the Sunrise brand.
- Created and rolled out new corporate exhibit booth under budget while simultaneously developing and rolling out new field display exhibits and national signage program.

HYATT HOTEL, Bethesda, MD

1999 – 2003

**Marketing Manager (2000-2003)**

Collaborated with area and local teams in developing and implementing integrated marketing plans and initiatives for 37 facilities. Served as project manager in executing marketing initiatives, including direct mail, media, online opportunities, events, etc. that achieved the overall goal of generating and managing leads. Evaluated programs and results, ensuring alignment with company goals while proactively providing recommendations to senior team. Directed fulfillment center and call center representatives, supporting customer needs. Oversaw web management.

- Partnered with Marriott Rewards program team to drive 43 additional move-ins with potential revenue of more than \$1 million for Central region.
- Generated more than 600 new leads for Central region facilities as project manager for Merck, New York Life and Janssen Pharmaceutical programs.
- Successfully managed vendor fulfillment of over 14,000 information packets.

**Marketing Specialist (1999-2000)**

Created special innovative marketing programs, including "Best Ideas," which centrally compiled and disseminated proven best practices to all sales leaders across the country via electronically as well as monthly conference call. Coordinated marketing "kick-off" meetings. Oversaw and participated in 12 facility grand opening celebrations nationwide. Assisted Vice President of Marketing and marketing team with collaterals, media, public relations, and photo library. Played key role in the redesign and upgrade of division website.

- Managed first website interactive technology test with vendor, which allowed customers the opportunity to virtually communicate with a live representative.
- Saved the division \$150,000 by reducing yellow page advertising.
- Promoted from executive assistant to marketing specialist.

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**EDUCATION**

UNIVERSITY OF MARYLAND, Baltimore, MD

***Bachelor of Science in Business Administration with a Concentration in Marketing***

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**TRAINING**

Foundations of Leadership

Manager Best Practices Training

National Sales, Revenue, and Event Management School

Effective Presentations

Advanced Selling Skills

Counselor Salesperson and Pivotal Relationship (Field Database Entry System)

Access Database