

Daniela Swider

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SUMMARY OF QUALIFICATIONS

- ❖ *Marketing Manager:* expertise in advertising, email and search engine marketing, search engine optimization, customer relationship management, lead generation, negotiating with suppliers, market research, forecasting, budgeting, industry/competitor analysis, segmentation, new product launches and market entry strategies
- ❖ *Online Advertising Manager:* seasoned in the design and execution of targeted advertising campaigns delivering objectives such as product launches, brand awareness and incremental sales via banners and microsites
- ❖ *Project Manager:* proven record of successfully managing multiple projects from inception to completion including concept development, business planning, team building, reporting and evaluation
- ❖ *Event Planner:* experience in organizing and conducting conferences, seminars, training sessions and trade shows; coordinating promotional and educational events; campaign planning and execution
- ❖ *Multicultural Team Leader:* experience working with diverse teams in high pressure, multi-task and results-oriented environments in the US and overseas, excellent foreign language skills

EXPERIENCE

- Marketing Director** HealthyHome.com, Inc (St. Petersburg, FL) 2007 - present
- ❖ Increased sales by 20%, web visits by 228%, average time on website by 83%, lowered web bounce rate by 27%
 - ❖ Managed a website redesign streamlining web checkout and improving overall website usability and consistency
 - ❖ Enhanced company visibility through the use of email, video (youtube.com), social networking (facebook.com), Google paid search, search engine optimization, PR, and advertising online and in print
 - ❖ Conducted new product research, testing, evaluation and vendor selection. Added new products to website.
- Brand Manager** SendTec, Inc. (St. Petersburg, FL) 2006 - 2007
- ❖ Facilitated the development and day-to-day operation of an online advertising platform on homedepot.com
 - ❖ Developed creative guidelines, requirements, process and other documents for all advertising campaigns running on homedepot.com. Campaigns consisted of flash or static banners and co-branded microsites
 - ❖ Wrote creative briefs, worked with advertisers on defining campaign objectives, gathered creative assets, coordinated campaign development to ensure the creative guidelines were met, facilitated approvals and launches of individual campaigns. Tracked campaign progress and provided weekly status reports to the Home Depot
 - ❖ Oversaw the creation of a marketing campaign for homedepot.com interactive media consisting a website, e-mails, banners, sell sheets, case studies, and other promotional materials and collateral
 - ❖ Worked on search engine marketing and direct response TV campaigns with the objective of driving qualified traffic and generating higher response at lower cost
- Marketing Manager, Strategic Support** Catalina Marketing (St. Petersburg, FL) 2005 - 2006
- ❖ Designed and presented point of sale promotion programs to clients such as Coca Cola, Gallo Wines, Gillette, Nestle, Tyson, Sapporo, Suntory, Nissin, Target, Wal-Mart, 7-11, SuperValu, Kroger and Meijer
 - ❖ Created/administered a Competitive Intelligence community within the Catalina intranet including an online competitive submission mechanism. Maintained the Corporate Communications community on the intranet.
 - ❖ Facilitated the launch of color communications across the Catalina Marketing network, including creation of sell sheets, frequently asked questions, talking points, color print demos and corporate website content development.
 - ❖ Launched a monthly internal newsletter communicating information on Catalina Connections™ and its implications for various parts of the company.
 - ❖ Provided copywriting and editing support in the development of corporate annual reports. Prepared corporate PowerPoint decks for Catalina executives presenting at various events and conferences. Provided strategic support for Catalina's presence at trade shows and industry events

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- Senior Program Consultant** Catalina Marketing (St. Petersburg, FL) 2003 - 2005
- ❖ Provided consulting services to Sales on set up, design and execution of incentive programs based on historical purchase behavior (Checkout Direct®). Created programs for clients such as: PepsiCo, Gillette/Oral B, Dove Soaps and Shampoos, Playtex, Reckitt Benckiser, Gerber, Novartis, Altria/Kraft, Ben & Jerry's, Dannon, Barilla, Unilever, Pfizer, Hershey, Campbell's, Masterfoods, Tyson, Georgia Pacific, Coca Cola, Absolut and others.
 - ❖ Developed the contents for a training manual for Checkout Direct® as well as curriculum for new hire training

- Checkout Direct® Specialist** Catalina Marketing (St. Petersburg, FL) 2002 - 2003
- ❖ Served as primary contact for Checkout Direct® programs. Performed quality checks and installs, troubleshoot problems. Made recommendations to limit liability and maximize program results
 - ❖ Spearheaded an initiative that automated manual procedures in the submission of program parameters and moved the process online, resulting in cost and time savings for the department and the company
 - ❖ Conducted an in depth analysis on General Mills programs that tended to overprint. Results were used to better estimate and manage future targeted marketing programs

- Consultant** Office of eGovernment, Washington, D.C. 2002
- ❖ Designed strategies and presented recommendations for developing and marketing cross-agency collaboration projects throughout the US Federal Government
 - ❖ Co-authored a paper on the project, which was published on the Office of eGovernment website

- Marketing Associate** PeopleSoft, Inc. – Federal Region (Bethesda, MD) 2001
- ❖ Facilitated the launch of a portfolio of new enterprise software programs (including CRM, Finance and HR management products). Coordinated pre- and post-launch marketing activities including direct mail campaigns, advertising, sales tools creation, product promotions, client training sessions, road shows and seminars
 - ❖ Analyzed PeopleSoft's sales discount practices using advanced data analysis techniques (logistic regression, discriminant analysis, and time-series analysis). Findings and recommendations were used to establish a uniform software discount policy for the company's Federal Division

- Project Manager, Eurasia** ACDI/VOCA (Washington, DC) 1998 - 2000
- ❖ Managed consulting projects in 16 countries in Eastern Europe/former Soviet Union assisting clients to develop, promote and market consumer products in the US. Established and maintained project tracking mechanisms, supervised project spending, cost accounting, reporting and evaluation of project results
 - ❖ Designed and implemented marketing training programs for business executives from Eastern Europe, resulting in reported 17% average increase in market share, 13% in sales and 40% in efficiency
 - ❖ Organized and conducted international business development conferences in Hungary and Portugal - prepared budgets, negotiated with vendors, coordinated logistics, agendas, and presentations

EDUCATION

MBA Concentrations: Marketing & Market Research University of Maryland, College Park 2002
Bachelor of Science Major: International Business Economics University, Varna, Bulgaria 1996

PROFESSIONAL ORGANIZATIONS

VP, Programming American Marketing Association Tampa Bay Chapter 2006 – 2007
Organized monthly events on marketing topics with speakers from companies such as Catalina Marketing, St. Petersburg Times, Wild Oats, American Heart Association, Chick-fil-A, Melitta Coffee, AAA South, etc.