

Sandi Monroe

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Professional Experience

Marketing Director

BBH Design - Raleigh NC 2014 to present

BBH Design is an architectural design firm with expertise in Higher Education and Healthcare facilities.

- Developed/led integrated, content marketing strategy, branding review, mission validation
- Established Social Media plan from ground up, introduced Facebook, Twitter, Linked in, editorial calendars
- Developed database driven website to support Thought Leadership marketing
- Developed template system for proposals, reducing production time
- Advocated for database to support business development and marketing
- Hired/Trained Marketing Coordinator

Coordinator of Marketing & Communications

Western Michigan University - Kalamazoo, MI 2011-2013

Western Michigan University is a dynamic, student-centered research university with an enrollment of 25,000. Extended University Programs serves the off-campus adult student population across Michigan and online. Developed/led integrated, content marketing strategy

- Led marketing strategy and planning efforts for a diverse portfolio of undergraduate and graduate programs, offered both regionally and online, including media buying, copywriting, creative direction, promotional activities, social media, e-mail marketing, PPC advertising, event planning, and community outreach
- Successful project management of multiple education program campaigns designed to maximize exposure to targeted audience with the goal of increasing inquiries, which translates into increased enrollments
- Co-presenter at the nation UPCEA conference for Higher Education (an organization comprised of leaders in professional, continuing and online education) on the importance of using data to drive marketing and increase inquiries and enrollment.
- Utilize data from the in-depth review of Google Adwords, Analytics, and Facebook (as well as other web) advertising and the implementation of best practices throughout our website
- Awarded by the Higher Education Industry for design and management of the Lifelong Learning Academy course catalog in the category of 4-color catalog

Snapshot:

I am a creative and results driven marketing professional with more than 15 years of experience using integrated marketing concepts and strategically developed content to successfully manage and advance the brands of corporate and non-profit clients.

- Integrated Marketing
- PR and Social Media Strategist
- Strategic Marketing/Planning
- Content Marketing Development
- Thought Leadership Campaign Development
- Client Advocate
- MarComAd Planning/Budgets
- Project Management
- PC and Mac applications: MS Office (Word, Excel, Power Point, Outlook)
- Adobe applications: InDesign CC2014, Photoshop
- SMPS Organization/Committee Member

Principal

Monroe Marketing & PR Agency - Kalamazoo, MI & Raleigh, NC 2010-Present

Providing professional management of short or long-term projects including organization of media events, social media campaigns, copy writing, marketing or advertising plan development, budget development, public relations campaigns, and project management. **Sample Clients:**

Lam & Associates: Run Camp Manager

- Promotion of highly successful, 700+ participant annual run camp
- Weekly details: runner attendance, scout routes, volunteer management
- Race day details: logistics of aid station supplies, expo tent location, etc. for inaugural Marathon

Mnemonix Technologies: Design, Print Production, Copy Writing

- Contracted to design and produce four-color sales folder and insert content
- Interview clients for testimonials, copywriting
- Print production/Vendor management

Brogi Yoga: PR/Marketing Plans

- Developed a marketing plan to enable Briana to grow her practice
- Developed and wrote content for newsletters, print collateral, and email campaigns
- Organized events, and marketed to attract new clients

Professional Experience continued

Director of Marketing & Public Relations

Fontana Chamber Arts - Kalamazoo, MI 2009-2010

An organization dedicated to the presentation, preservation and promotion of classical and jazz music, where I strategically developed multi-cultural niche markets by analyzing each performance and building or strengthening relationships with local associations, through targeted marketing, advertising and outreach.

- Successful targeted marketing efforts contributed to a 51% increase in ticket sales revenue in one year
- Exceeded Summer Festival ticket sales goals by 73%
- Designed and launched successful subscription campaign, ensuring 30% of overall ticket revenue goals
- Reduced vendor costs by 15% by bringing design in-house
- Increased social media impact via Facebook, Twitter and email marketing
- Increased local media coverage via personal contact with print and radio outlets, garnering access to artists and management for interviews and live performances
- Streamlined front of house management, including ticket sales, will-call, audience management, volunteers and VIP patrons, resulting in significantly reduced wait times
- Launched new website and social media platforms, streamlining the ability to purchase tickets online and increasing impact via Facebook, Twitter and email marketing
- Successfully negotiated \$5,000 sponsorship and \$2,500 grant toward \$10,000 website

Marketing & Public Relations

Transformations Spirituality Center - Kalamazoo, MI 2007-2009

A conference and retreat center located on the campus of the Sisters of St. Joseph.

- Developed and allocated advertising budget
- Developed and executed marketing and media plan
- Developed creative and effective targeted direct mail, increasing program attendance by up to 15%, while cutting postage costs
- Designed creative email marketing newsletters, increasing visits to website
- Developed strategic marketing and advertising plan, designed and placed targeted ads

Director of Marketing & Public Relations

Kalamazoo Regional Chamber of Commerce/Convention Bureau
- Kalamazoo, MI 2005-2007

Organization dedicated to building business and tourism in Kalamazoo, where I designed and implemented marketing and advertising plans to support the growth and development of both organizations.

- Directly hired, trained and supervised Marketing Assistant and Interns
- Accurately and strategically allocated \$250,000 Advertising and Marketing budget, maximizing exposure for Kalamazoo's tourism market through ad placement and public relations coverage
- Produced the Enterprise newspaper, including managing editorial content, directing freelance journalists, and final proofing, eliminating missed production deadlines
- Designed, edited and published full color monthly and quarterly print and electronic newsletters
- Designed effective print pieces, contributing to an increase in group sales over prior years

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Recap:

Marketing Director 

MarCom
Coordinator 

Principal 

Director of
Marketing & PR 

Marketing &
Public Relations 

Director of PR
& Marketing 

Director of PR
& Marketing 

Education:

Davenport University
Bachelors of Business Administration
Marketing and Public Relations

Western Michigan University
Graduate Studies, first year
Communications