

Summary of Qualifications

- Marketing Strategy
- Marketing Management
- Email Marketing
- Content Development
- Communications
- Event Management
- Webinars
- Digital and Print Advertising
- Mortgage and Real Estate
- B2B / B2C
- Web Design
- Social Media / PR

Experience

Care Director, Team Risk Management/Kiersten Curran SNT, San Diego, CA 2018-2023

After a severe brain injury, my daughter's special needs trustee hired me to manage her medically complex care needs and personal affairs.

- Worked with a cross-functional team of legal, financial and medical experts
- Successfully led legal effort to remove unethical trustee and start \$420K accessibility renovation
- Managed complex logistics with multiple nursing agencies, DMEs, suppliers and pharmacies
- Handled recruitment, interviewing and replacement of nursing staff
- Modified therapies and education to continue services while under pandemic restrictions
- Coordinated care between multiple hospitals, therapists, agencies and more than 20 doctors
- Recorded expenses and compiled highly detailed reports for court review and approval
- Tracked inventory and procured equipment, supplies, and services
- Trained and prepared for medical emergencies, troubleshot medical equipment
- Met with legislators to discuss healthcare for medically complex individuals
- Sought after to speak at advocacy events including Hope for HIE and TASH

Manager, Marketing Operations, Impac Mortgage, Irvine, CA 2016-2018

Partnered with sales management and sales team to attract new business, increase client submissions, and reactivate former clients.

- Built CRM/database marketing infrastructure
- Ran simultaneous, targeted email campaigns (26 – 30 month) while sustaining a 42% open rate
- Developed interactive New Broker Guide, including content and graphic design
- Event and webinar planning and support

Marketing Manager (3X Contract), Synchrony Financial/GE Capital, Costa Mesa, CA 2013-2015

Worked independently and with multiple agencies to plan and execute B2B CareCredit cosmetic and dental marketing campaigns including email, direct mail, events, content marketing and POP.

- Executed segmented email and direct mail campaigns to new and existing providers
- Reconciled and managed multimillion dollar division budget
- Planned and executed webinar for cosmetic surgeons
- Refreshed provider resource website content
- Edited materials and facilitated approvals and print production, saved 50% on POP display costs
- Managed state association relationships

Sales Support and Marketing, Servicelink, a division of FNF (see below), Irvine, CA 2012-2013

Rehired at division of former employer to manage Sales RFP process and assist with marketing.

- Developed proposals aimed at 15 of the top 20 mortgage lenders and servicers
- Created an RFP database to increase process efficiency by 50%
- Produced content for Web, collateral, advertising, and PR initiatives

Marketing Communications Manager (Contract), Experian, Irvine, CA 2011-2012

Executed digital marketing tactics for Telecom, Credit Union, and Government business units.

- Planned, created and executed retention and cross-sell email campaigns
- Developed lead generation campaigns and content in conjunction with Eloqua deployment
- Planned, promoted and facilitated industry teleconference
- Created and managed content for Experian.com

Director of Marketing, Lender Processing Services (LPS/FIS/FNF/FNIS), Santa Ana, CA 2002-2011

Planned and deployed comprehensive division marketing plans that included: advertising, digital, email, events, films, collateral, web content, editorial and PR. Lead writer and editor. Realized significant savings, increased efficiency and increased revenue.

- Promoted to Marketing Manager in 2006 and to Director of Marketing in 2008
- Saved 35% on online ad rates with ad metrics dashboard
- Brought in more than \$50K with Agent Office's first email campaign
- Built content library on SharePoint content management system to increase efficiency
- Increased campaign response visibility by 70% by integrating them into Salesforce.com
- Brought in \$120K with Credit division Ellie Mae affiliate program
- Rescued largest tradeshow when hotel couldn't deliver Internet services as promised

Senior Account Executive, Rapp Collins Worldwide, Long Beach, CA 2000-2001

Client liaison for DirecTV and American Isuzu Motors accounts.

- Executed integrated go-to-market, acquisition and lead generation programs including direct mail, email, alternative media, and print
- Successfully architected and executed complex fulfillment process for major promotion

Marketing Communications Manager, The Orange County Register, Santa Ana, CA 1997-2000

Implemented advertiser marketing communications program that included press releases, print, Web and direct mail as well as helping build marketing communications infrastructure.

- Saved thousands in printing costs with digital collateral, and built database for Salesforce Automation project

Circulation Product/Promotions Manager, Fancy Publications, Lake Forest, CA 1994-1997

Managed circulation and direct marketing for consumer and trade publications.

- Developed plan to save more than \$300,000 while increasing incremental revenue by \$160,000
- Doubled magazine circulation in six months

Freelance Marketing Experience

Creative Strategist, Debra Curran Marketing, Santa Ana, CA 2011-current

Work with various clients on freelance marketing and photography projects.

- Website development for health services client
- Real estate marketing content
- Email, social media, and display marketing for local credit union
- Deployed automated marketing tool to increase sales on photography website
- Wrote marketing content and designed collateral for multiple clients
- Wrote proposals, newsletter articles and content for mortgage industry agency
- Volunteered for the Taproot Foundation

Education

MBA Business Administration
California State University, Fullerton, CA

BA Social Ecology
University of California, Irvine, CA

Professional Certificate in Photography, 2014
Employment Concentration Certificate in Web Design, 2015
Professional Certificate in Multimedia, 2016
Mount San Jacinto College, Menifee, CA

Skills

MacOS, Windows, Microsoft Office, Adobe Creative Suite, Canva, HTML, CSS, WordPress, ON24, Zoom, Microsoft Dynamics, ClickDimensions, SharePoint, Interwoven, Salesforce.com