

teriforsythe

Teri Forsythe, Marketing Communications Manager

T: 510.862.0697 [Pacific Time Zone] | www.teribforsythe.com | teribforsythe@gmail.com

B2B Marketing Professional, specializing in Integrated Marketing Communications:

- Advertising/PR
 - Branding
 - Brochures & Collateral
 - Case Studies & Profiles
 - Content Management
 - Copywriting
 - Corporate Communications
 - Events
 - Multimedia
 - Sales Training Materials
 - Proposals & Presentations
 - White Papers/ebooks
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Professional Experience

KORN FERRY INTERNATIONAL | Marketing Communications Manager (2013)

As Marketing Communications Manager, I was part of the corporate global marketing team, supporting professionals across the \$800M publicly traded company. Key accomplishments for this period include management of:

- *Video development* for firm-wide, global training initiative. Three distinct videos were development in partnership with cross-functional internal partners and external vendors.
- *Transition of the Global Novations diversity and inclusion brand* into the Korn Ferry International talent brand. This effort touched all client-facing marketing material, including online and print properties.
- *Awareness and demand generation messaging* including email campaigns, newsletter content, executive messages, and advertising.
- *Custom marcom* material including client and partner materials, sales support, and event presentations.

GLOBAL NOVATIONS | Marketing Communications Manager (2010–2013)

My primary responsibilities at Global Novations included acting as brand steward and creative SME, developing and executing our "talent optimization" B2B brand strategy in partnership with the Marketing Director. Duties also included print and online advertising, copywriting, storyboarding and design, sales tool development, and event support. With my team, I designed and executed online marketing campaigns via the Marketo marketing automation tool and supported traditional demand generation efforts.

Key accomplishments for this period included development of multiple web/microsites, automated email nurturing campaigns leveraging organic and paid search, survey development and execution, and conception and implementation for key industry events.

NOVATIONS GROUP, INC. | Marketing Brand Manager (2006–2010)

Responsibilities included refinement of the brand positioning, including development of a concise, evidence-driven value proposition for the expanded firm, plus sales tools development and internal education, demand generation, marketing automation, and product and event support.

Key accomplishments included development of Sales Toolkits highlighting our core programs and IP; successful revamps of the corporate website; supporting a client summit focused on our core IP; and working with a PR firm and internal team to launch and support the CEO's first business book.

NOVATIONS SDC | Marketing Brand Manager (2003–2006)

Responsibilities included collateral development and extensive internal education around broader capabilities for client-facing and support personnel. Project work included applying the new corporate brand to sales and marketing materials, presenting an integrated value proposition and capabilities via brand and product positioning, supporting thought leadership efforts, demand generation for public programs, and support for custom client program materials.

DECKER COMMUNICATIONS | Marketing Coordinator (2001–2003)

Responsibilities included applying the corporate brand to marketing materials, creating materials for new and custom programs, designing and executing on demand generation for a robust public program calendar, and contributing copywriting and graphic support to direct mail and early email marketing campaigns. Sole resource for proposal development and PowerPoint sales presentations.

PMSI-PROJECT MENTORS | Sales and Marketing Assistant (1997–2001)

Responsibilities included CRM (SalesLogix) administration; executive and sales support; custom presentations; proposal development; trade show support; marcom development and desktop publishing/graphic design.

Earlier Experience

CENTER FOR PHOTOGRAPHIC ART | CARMEL, CA
MONTEREY PENINSULA COLLEGE | MONTEREY, CA
RFSI, INC. | WILMINGTON, NC

Education/Skills/Software

BS, Marketing Management (in progress), Western Governors University

AA, Monterey Peninsula College

Microsoft Office Suite | Adobe Creative Suite | Marketo Marketing Automation | Salesforce CRM