

NICOLE DUNHILL MCCLURE

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Results-driven SENIOR MARKETING & COMMUNICATIONS PROFESSIONAL with experience leading and executing everything from technology stack implementations to multimillion-dollar marketing campaigns across a variety of industries. A self-starter, adept at project management and process improvement. Passionate about learning and leveraging new technology for work efficiency.

QUALIFICATIONS

- **Expert Command of Partnership Management** through extensive experience establishing relationships with all key stakeholders and decision-makers to implement initiatives.
- **Experienced Marketing Professional** with a proven track record of developing effective business-to-business (B2B) & business-to-consumer (B2C) marketing materials that drive growth.
- **Effective Strategist** with the ability to evaluate processes and lead transformational change.

SOUTHEAST PERSONNEL LEASING | 2020-CURRENT

Developed and executed a comprehensive marketing strategy, plan and budget that included technological changes for the marketing, sales & service areas of the organization.

DIRECTOR OF MARKETING

- Evaluated company's marketing efforts, processes, personnel and applications to influence marketing strategy.
- Vetted various tech stacks and inbound marketing agency partners, selected tech and partner including contract negotiations.
- Implemented HubSpot Marketing, Sales & Service Hub and trained sales, sales support and customer service teams on the software.
- Led brand refresh and website redesign onto the HubSpot CMS within first year at the company, which involved managing agency and freelance partners, plus hands on HubSpot CMS execution.

SENSIBLE MICRO CORPORATION | 2018-2020

Directed inbound marketing across multiple channels including highly tactical day-to-day execution. Reporting to the Founder / CEO.

MARKETING DIRECTOR

- Directed website overhaul on to the HubSpot CMS within first five months of working at the company.
- Led blog strategy which resulted in a 570% year-over-year traffic increase.
- Optimized onsite SEO resulting in ranked keyword growth of 400% for page 1 rankings and 640% for page 2 rankings.
- Developed and implemented marketing campaigns and new product line introductions using HubSpot marketing automation tools.
- Managed internal marketing specialist, agency providers, freelancers, and other suppliers, including contract negotiations.

FREELANCE | 2018

Provided presentation design expertise for major corporations, high-tech medical companies and small businesses including Splunk, Symantec, Invisalign, Bank of the West, BD, Covance, Meditronic, SilkRoad, Cylance and more.

PRESENTATION DESIGNER

- Converted complicated concepts and outlines into visually compelling and engaging presentations.
- Used advanced animations to break down complex technical concepts to support clients' messages while ensuring corporate standards and brand guidelines were followed.

STARZ, A LIONSGATE COMPANY | 1998-2017

Demonstrated a record of achievement at multibillion-dollar entertainment company, marked by a series of promotions to positions of increased influence, authority and accountability.

ASSOCIATE DIRECTOR/SENIOR MANAGER, SALES COMMUNICATIONS & B2B MARKETING | 2007-2017

Led B2B efforts to target market affiliate decision makers and influencers to raise awareness for the Starz brand, products and programming. Also contributed to the Affiliate Sales Team, meeting and exceeding its \$2.5B annual revenue goal through the development of outstanding sales tools and materials.

- Spearheaded the implementation of sales presentation software, creating numerous efficiencies and brand consistency across all presentations. Decreased time required to locate slides by 75% and time to prepare a presentation dropped by 44%.
- Implemented Salesforce email platform Pardot to align marketing and sales efforts and monitor affiliate engagement.
- Collaborated with senior management and executive-level team members to develop presentation content which introduced company-wide rebranding effort and the new Starz app to employees and company affiliates.
- Independently gathered, formatted and distributed vital information and data on product and business selling points to sales. This empowered the team to negotiate partnership deals, sell channels, products and marketing opportunities to company affiliates.
- Planned \$1M annual marketing calendar and managed against changing priorities. Tactics included digital advertising, print ads, direct mail, email, trade shows and sponsorships.
- Directed integrated marketing efforts including strategy and creative development of affiliate trade materials, leading both direct and indirect reports in development of collateral, to position Starz as invaluable partners to our affiliates and a leader in the industry.

TACTICAL SALES MANAGER | 2006-2007

Responsible for planning and managing tactical sales projects, teleservice campaigns and implementation of test programs.

- Led 65 telemarketing campaigns accounting for 49K+ sales, a 14% improvement over the same previous period.
- Developed and implemented gift with purchase test program for mover project resulting in an incremental 6% gain in Starz sales.
- Managed key elements for gift with purchase telemarketing test resulting in a 25% increase in buy-rate over traditional offers.
- Made upgrades to internal campaign tracking software reducing the time and effort needed to manage telemarketing campaigns.

AFFILIATE MARKETING MANAGER | 2003-2006

Managed strategy, financial analysis, creative direction and implementation of marketing campaigns with assigned affiliates. Analyzed post-campaign results against plans to evaluate return on investment (ROI) and adjust future strategies.

- Played an integral role in the success of two Time Warner national campaigns. Co-analyzed and executed campaigns in 31 markets within two months and accountable for a \$6.7M budget.
- Instilled a new process for the sales team on campaign approval flow which was praised by leadership. This process flow contributed to the buildout of campaign management software. Participated in software beta testing and trained sales on the platform.
- Managed the development of Charter and Adelphia Starz On Demand product launch marketing plans, working directly with the clients' senior management on all tactic development and implementation.

STRATEGIC INITIATIVES PROJECT MANAGER | 2002-2003

Key liaison for strategic initiatives, coordinating Basic Only and Starz On Demand field test efforts.

- Managed the development and implementation of all marketing activities for the Comcast Philadelphia ADI Basic Only Campaign and was accountable for a \$2.4M budget. Generated 82k Starz subscribers and 60k Encore subscribers.
- Coordinated hotel campaign strategy including print, direct mail and website development. Direct mail campaign resulted in 82% of the recipients calling Starz to inquire about our services and programming.

EDUCATION

Project Management Professional Training Course | Pinnacle 3 Consulting

Video Editing/Avid Media Composer Courses | Colorado Film Video Instructional Studios

Film Expression, Production & Post Production Courses | Red Rocks Community College

TECHNICAL & COMPUTER SKILLS

HubSpot (Sales Enterprise, Marketing Enterprise, Service Pro & CMS), Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Spark), Pardot, Mailchimp, Evernote, LinkedIn, Facebook, Twitter, Survey Monkey, Unbounce, Basecamp, Asana, Teamwork, Slack, Wistia, Soapbox, Vidyard, Camtasia, Snagit, Cincopa, Microsoft Office 365, Microsoft Teams, Google Suite