

VERONICA L. WALINSKI

CREATING • COMMUNICATING • CONNECTING

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PROFESSIONAL SUMMARY

Strategic marketing leader known for turning complex goals into compelling, mission-aligned B2B and B2C strategies that deepen audience engagement, drive revenue, and elevate brand identity. Extensive experience building and leading integrated campaigns across digital, print, and experiential platforms. Adept at leading cross-functional teams, analyzing data for insight-driven decisions, and crafting creative messaging and solutions that connect deeply with diverse audiences.

Expertise

- Strategic Marketing & Brand Leadership
- Digital & Social Media Campaigns
- Lifecycle Project Management
- Integrated Campaign Development
- Public Relations & Brand Communication
- Team Leadership & Cross-Functional Collaboration
- Creative Direction & Visual Storytelling
- CRM & Data-Driven Engagement
- Strategic Partnerships & Stakeholder Alignment

PROFESSIONAL EXPERIENCE

Principal & Marketing Strategist | VW Marketing Communications Consulting | 2015 – Present

Lead comprehensive marketing initiatives for clients across various industries by developing and executing go-to-market strategies and deliverables that expand market share, improve customer retention and increase revenue.

- Oversee creation of branded digital assets and multichannel campaigns aligned with revenue growth goals.
- Conduct in-depth market research and performance analysis to refine messaging and drive engagement.
- Translate goals into brand-aligned campaigns through digital and content marketing, CRM tools, and social platforms for personalized, data-driven communications.

Interior Design Specialist | Pottery Barn, Williams Sonoma | 2013 – 2017

Served as a top-performing designer consulting business and residential clients on their design needs while achieving established sales and productivity goals, from design conceptualization to project implementation.

- Received "Catch the Spirit" district award for outstanding customer engagement and consistently exceeding sales goals.

Marketing Communication & Project Management Consultant | The Randstad Group for DLL Finance | 2014 – 2015

Led global marketing communications for the launch of DLL's Sales Academy, improving commercial effectiveness through internal readiness and stakeholder engagement.

- Designed and executed quality-assured training assets and communications strategies to align global sales teams with performance goals.

Principal & Creative Director Content | Krave Advertising, LLC | 2011 – 2014

Directed strategy and content for a boutique marketing agency by crafting brand-aligned campaigns that integrated design, storytelling and cross-platform engagement.

- Delivered full-service marketing, including branding, advertising, social media, public relations and experiential design for clients in healthcare, publishing and technology sectors.

DLL Finance | 1999 – 2012

Global Project Lead, Business Transformation | 2008 – 2012

Led global communications and change management strategy for a major Oracle ERP implementation, aligning internal readiness with external partner experience. Created awareness, educating and communicating impacts throughout the distribution channel, supporting business transformation, and partner needs.

- Directed strategic marketing and communications reaching 300 sales representatives, 10,000+ partners, and 100,000+ customers across global channels.
- Launched a branded e-commerce portal serving 3,000 clients, enhancing partner transactions and training accessibility.
- Collaborated with C-level management and cross-functional teams to ensure business alignment, stakeholder buy-in, and a successful system implementation.

Business Process Analyst | 2006 – 2008

Preparation and knowledge transfer for Global Project Lead role. Applied knowledge of financial services on software implementation project, ensuring the organization could function efficiently and effectively post implementation.

Product Marketing Manager | 2003 – 2006

Directed cross-sell product rollouts and integrated marketing initiatives across verticals, generating over \$38M in annual revenue.

- Served as Americas lead for a global marketing initiative, developing a full suite of sales enablement tools, including an award-winning corporate brochure and interactive training media adopted company-wide.

Corporate Communications Manager | 2003 – 2005

Led corporate marketing and communications group for the Americas division, advancing brand consistency, internal engagement, and external visibility.

- Co-managed a 25-person marketing department, overseeing strategic planning, budgeting, and staff development to implement organizational best practices.
- Directed the development and governance of DLL's global brand standards, including style guides, digital marketing templates, logo usage, and multiple award-winning print deliverables.
- Led internal communications and content marketing initiatives, including a yearly division-wide sales kickoff for 1,000+ employees.
- Produced thought leadership articles and public relations content, securing media coverage and strengthening DLL's market presence.

Strategic Marketing Manager | 1999 – 2003

Developed and executed go-to-market strategies to align business unit goals with external partner growth and new business development.

- Led marketing activities across verticals, including promotional campaigns, incentive programs, digital content, collateral, and sales trainings driving partner engagement and market expansion.
- Conducted lead-generating market research initiatives that launched three new vendor programs and generated \$150M+ in additional leasing volume.

A D D I T I O N A L E X P E R I E N C E

Brand Manager | Sterling Commerce, an IBM Company

Led launch of new global brand identity and multi-channel marketing strategy, elevating consistency across creative teams and platforms.

Marketing Manager – Penton Media Group (formerly Cardinal Business Media Publishing)

Oversaw marketing for six high-tech magazines, including the successful launch of two new publications. Provided creative direction to internal/external creative support (writers, designers and agencies) resulting in overall brand improvement.

Head Coach Varsity and Junior Varsity Girls' Tennis Teams, Norristown Area High School

Built and led a 25-player program focused on team development, discipline, and student growth; launched community-based fundraising and engagement initiatives.

DLL Finance Group's United Way Campaign

Project lead for United Way effort raising over \$100,000; increased participation by 35% and donations by 17% through innovative engagement events.

E D U C A T I O N & T R A I N I N G

- **MFA Screenwriting** – Fairleigh Dickinson University, Madison, NJ
- **BS, Marketing** – Chestnut Hill College, Philadelphia, PA
- **Project Management Certification** – Martin Training (PMI methodology)
- **Leadership Development** – Center for Creative Leadership “Leading from Good to Great”
- **Voiceover Training** – Edge Studio, New York, NY (Commercial, Narration, Medical Narration)
- **Certified Tennis Instructor & Professional** – PTR & USPTA

S E L E C T T E C H N I C A L S K I L L S

Salesforce CRM | Microsoft Office Suite | Adobe Creative Suite | Social Media Platforms | SharePoint | SketchUp | Prezi

A F F I L I A T I O N S & I N T E R E S T S

Voice Over Artist | Historic Preservation | Decorative Arts | Landscape Design | Animal Rescue Volunteer | Tennis Player