

VERONICA L. WALINSKI

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PROFESSIONAL SUMMARY

Strategic marketing and communications 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 leading integrated campaigns across digital, print and event-based platforms with measurable results. Adept at leading cross-functional teams, analyzing data for insight-driven decisions, and crafting creative messaging and solutions that connect deeply with diverse audiences. Various industry experience, including financial services, mass media, healthcare, technology, retail, interior design and sports. Collaborated with numerous top brands, including Microsoft, HP, Ricoh, Konica Minolta, Philips, Pottery Barn and PentaVision Media.

Expertise

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|--|---------------------------------------|--------------------------------|
| - Creative Direction & Visual Storytelling | - Integrated Campaign Development | - Brand Strategy & Positioning |
| - Digital & Social Media Marketing | - Project & Lifecycle Management | - Market Research & Insights |
| - Cross-Functional Team Leadership | - Content Development & Art Direction | - CRM & Data-Driven Engagement |

PROFESSIONAL EXPERIENCE

Freelance | VW Marketing Communications Consulting | 2015 – Present

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

- Create branded digital assets and multichannel campaigns aligned with growth goals.
- Deliver brand-aligned campaigns leveraging digital/content marketing, social platforms, marketing automation and AI tools, thought-leadership initiatives and public relations for personalized, data-driven communications.
- Conduct in-depth market research, surveys and performance analysis to refine messaging, optimize SEO and strengthen audience engagement.

Marketing Communications & PM Consultant | The Randstad Group for DLL Finance | 2014 – 2015

- Directed global marketing communications for DLL's sales academy launch, enhancing commercial effectiveness through internal readiness, stakeholder engagement and organizational change management.
- Directed the strategy and completion of all marketing communications activities, including video and multi-media content, internal communications and sales enablement assets.

Interior Design Specialist | Pottery Barn, Williams Sonoma | 2013 – 2018

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, consistent sales excellence and design expertise.

Principal & Creative Director Content | Krave Advertising, LLC | 2012 – 2014

Content direction and account management for a boutique marketing agency. Provided clients across several industries brand-aligned campaigns that integrated design, storytelling and cross-platform engagement.

DLL Finance | 1999 – 2012

Global Project Lead Partner Readiness, Business Transformation | 2007 – 2012

Led global communications and change management strategy for Oracle ERP implementation, collaborating with cross-functional teams to ensure alignment of internal readiness with partner experience.

- Conceptualized and directed initial manufacturer partner/customer readiness effort resulting in global methodology, messaging and training tools for over 10,000 partners, 100,000 customers and 300 sales reps.
- Extensive full-scale project management on various initiatives. Maintained alignment of project scope with stakeholders, ensuring customer acceptance criteria and business requirements were met.
- Directed DLL's web portal launch, including ongoing website content management and updates, for 3,000 clients utilizing e-commerce point-of-sale site improving the user experience and providing a placeholder for training programs.

Business Process Analyst | 2006 – 2007

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

Led cross-sell product rollouts and integrated marketing/sales initiatives across vertical markets, generating over \$38M in annual revenue.

- Served as Americas Division lead for a global marketing initiative developing sales enablement tools, including an interactive training presentation adopted company-wide.

Corporate Communications Manager | 2003 – 2005

Directed corporate communications and global brand standards for the Americas division, advancing brand consistency, internal engagement and external visibility with award-winning print and digital assets.

- Co-managed 25-person marketing department, overseeing strategic planning, profit and loss responsibility, budgeting/tracking actual to plan, and administration of staff's development and daily activities.
- Led annual marketing/sales planning events, including 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 distribution channel go-to-market strategies to align business unit goals with partner growth and new business development.

- Led promotional campaigns, incentive programs, digital content, collateral, and sales trainings driving partner engagement and market expansion across verticals.
- Supported sales efforts and market expansion with lead-generating qualitative and quantitative market research initiatives, launching three vendor programs and generating \$150M+ in 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. Led creative team (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's United Way Campaign Manager

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 & P R O F E S S I O N A L D E V E L O P M E N T

- **Bachelor of Science, Marketing**, Chestnut Hill College, Philadelphia, PA
- **Master of Fine Arts, Screenwriting**, Fairleigh Dickinson University, Madison, N.J.
- **Project Management & Sponsoring a Project Certifications**, Martin Training (PMI methodology)
- **Leading from Good to Great – Leadership Module**, Center for Creative Leadership
- **Tennis Instructor Certification**, PTR
- **Tennis Professional Certification and Developmental Coach Certifications**, RSPTA (formerly USPTA)
- **Voiceover Training** – Edge Studio, New York, NY (Commercial, Narration and Medical Narration)

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

Microsoft Office Suite | Adobe Creative Suite | Social Media Platforms | Salesforce CRM | Google Tools | Canva | ChatGPT