

CORAL PAIGE

PROFILE

Creative Marketing, Content, and Communications Leader with over 20 years of experience. Detail-oriented, attentive, and decisive, I have successfully managed united teams to achieve aggressive goals and produce results. I possess keen insight into digital marketing campaigns, event planning, social media strategy, internal and external communications, collateral, and public relations. My expertise lies in delivering exceptional marketing campaigns, content, and collateral based on established and innovative strategies. I am results-oriented and collaborative, bringing expertise in brand management, social media, and digital engagement.

EXPERIENCE

MARKETING AND COMMUNICATIONS CONSULTANT, FREELANCE – 2000-PRESENT

- Maximized marketing efforts by developing content for media relations, corporate communications and social media posts.
- Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion.
- Crafted engaging and successful marketing campaigns, advertising pieces, newsletters, emails, digital and website copy.
- Created modern and innovative websites to drive business and increase conversion rates.
- Utilized needs assessment, problem-solving, negotiating and analytical skills to develop and present innovative marketing and communication plans.
- Analyzed customer feedback, web statistics, A/B testing, and program participation levels to assess impact of communications plans.
- Oversaw and executed social media and paid media advertising strategies, email campaigns, and database management.

DIRECTOR OF MARKETING, CULINART, STONY BROOK, NY – 2021-2022

- Organized and executed robust, creative, experiential marketing events to drive engagement and sales among student body.
- Devised marketing plans using digital strategies, print advertising, social media, and word-of-mouth tactics.
- Successfully planned and launched a variety of new dining concepts on campus.
- Collaborated with creative teams to generate dynamic marketing content and communication tools for promotional campaigns.
- Developed and implemented marketing and communication tools for promotional campaigns.
- Created innovative strategies to drive engagement.
- Orchestrated, executed and monitored performance of campaigns to boost brand awareness and profitability.

MARKETING MANAGER, WILBAR INTERNATIONAL, HAUPPAUGE, NY – 2017-2020

- Developed and implemented marketing plans and calendars, new product launches, and other marketing projects, resulting in a 5% increase in marketshare, with a \$500,000 annual budget.
- Managed successful product launches for two brands simultaneously, resulting in \$250,000 increase in sales within one quarter.
- Transformed and upgraded corporate websites to more effectively engage dealers, customers, and promote sales.
- Generated reports detailing campaign performance, customer engagement and trends.
- Created and directed strategy, content development and delivery, as well as tactical execution of innovative point-of-purchase programs, resulting in a 30% increase in sales within two years.
- Developed and implemented client service program which reduced issue resolution time by 50%.
- Planned and coordinated logistics and shipment of materials for national trade shows.

MARKETING COMMUNICATIONS COORDINATOR, CUSTOM COMPUTER SPECIALISTS,
HAUPPAUGE, NY – 2015-2017

- Promoted and executed marketing campaigns and unique business solutions, resulting in increased company exposure, website traffic, and sales.
- Supported internal teams with knowledgeable communications and marketing advice, helping each meet targets while maintaining cohesive organizational strategy.
- Responsible for the creation and execution of all marketing efforts for clients, including New York City Public Schools and Northwell Health.
- Coordinated effective placement of media announcements and print ads for maximum effectiveness and exposure.
- Prepared cross-platform social media promotions, capitalizing on strengths of each site to effectively reach target audiences.
- Represented the organization with media outlets, clients, and general public, conveying consistent messages to support objectives and positively spin current events.
- Conceptualized, generated, curated and edited content for all company communications content, including articles, press releases, case studies, newsletters, white papers, websites, blogs, landing pages, email campaigns, digital marketing, and speeches.

COPYWRITER AND ACCOUNT MANAGER, HARRIS DRURY COHEN,
FORT LAUDERDALE, FL – 1997-1999

- Planned, coordinated, and developed copy and creative strategy for Celebrity Cruises' "Simply the Best" national advertising campaign.
- Co-sponsored the Halftime Show of Super Bowl XXXII.
- Customized brand messages to reach and capture target audience interest and drive engagement.
- Consulted with stakeholders at Celebrity Cruises to determine advertising requirements, budget and goals in order to create a cohesive strategy and unique branding in order to stand out in highly competitive landscape.
- Consulted with creative staff, photographers and production specialists to select media and estimate costs, while managing client expectations.
- Coordinated market research, creative, media buys, display and promotional activities.

EDUCATION

STATE UNIVERSITY OF NEW YORK, PURCHASE, NY – BACHELOR OF ARTS 1991

SKILLS

Highly skilled copywriter, editor and proofreader

Exceptional verbal and written communication, and content creation skills

Advanced knowledge and experience with Google Drive, MS Office (Word, Excel and PowerPoint)

Ability to manage multiple projects simultaneously

Marketing and Communications strategy, planning and execution

Ability to manage challenging situations and people

Proficient in Adobe Suite, WordPress, Google Adwords, SEO

Seasoned and highly effective public speaker

Campaign development and implementation

Creative problem solver

Experienced and professional presenter and public speaker