

**Maria Ciampa**  
Los Angeles, CA | (978) 317-1015  
[mariafcampa@gmail.com](mailto:mariafcampa@gmail.com)

**Objective:** To join a collaborative team that values communication and mutual respect. To contribute to and execute an intelligent marketing strategy that drives growth internally and externally, in a flexible work environment.

**GLOBAL MARKETING & COMMUNICATIONS CONSULTANT, IYUNO Media Group, Burbank, CA - Nov. 2018 - March 2019**

IYUNO Media Group is a global localization company that provides subtitles, dubbing, access and media services, and creative post production.

- As the first ever marketing role at IYUNO, in this short-term assignment I advised and executed on building out a strong foundation and infrastructure for global (15 countries) marketing department
- Researched and wrote IYUNO company story since 2002, thus improving all global marketing collateral.
- Implemented a customer reference program, ensuring client press mentions were legal. Educated C-levels on info security.
- Increased employee use of global training materials by recommending and executing a gamification initiative.
- Enhanced RFP marketing operations through new tools and processes.
- Deepened relationships with trade associations and industry news entities, boosting IYUNO's brand and online reputation.
- Recommended and established a digital social content strategy.

**SENIOR MARKETING MANAGER, Pathmatics, Santa Monica, CA – Feb. 2018 – October 2018**

Pathmatics, a subsidiary of Nielsen, is a digital marketing intelligence platform that allows companies, brands, and agencies to see competitor's digital ad strategies across social, video, display, and mobile.

- Increased client engagement by identifying themes of interest to each industry, and creating content to match.
- Translated Pathmatics data into industry specific insights by writing the monthly and quarterly Top Advertisers Reports, which detailed brands' spending, impressions and behavior by platform: desktop, mobile, video and social.
- Boosted company blog views by identifying narratives in Pathmatics data, and writing content that aligns narratives with industry-specific buzz.
- Set and met digital content strategy goals by collaborating with leadership, content, and data extraction teams.

**MARKETING ANALYST, SDL, Los Angeles, CA – Aug. 2014 – Nov. 2017**

SDL is a global software/services LSP providing enterprise localization, machine translation, content management, and consulting.

- Generated inbound leads and increased brand awareness by writing case studies for [sdl.com/customers](http://sdl.com/customers), working closely with C-levels, sales, and clients.
- Raised awareness of millennial use of tech content by conducting [multinational market research](#) with cross functional global teams.
- Optimized internal communications of sales wins and sales/marketing collaboration with my "Ring The Bell" initiative

**STRATEGY MANAGEMENT CONSULTANT, Tapestry Networks, Waltham, MA – April 2010-Dec. 2012**

Tapestry Networks is a consulting boutique that brings together Fortune 500 industry leaders in global meetings to facilitate research discussions. Insight from that research used to write industry reports for use as Ernst & Young marketing collateral.

- Engaged with existing and potential clients by writing the Ernst & Young marketing publication "[North American Insights](#)" for Fortune 500 board member audience.
- Nurtured relationships with Fortune 500 Audit Committee Chairs, collaborating with them to identify relevant meeting topics.

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- Conducted primary research with Audit Committee Chairs of Fortune 500s, and secondary research on industry and government regulations.

### **STRATEGY MANAGEMENT CONSULTANT, Chartic, Boston, MA – Nov. 2006- March 2010**

Chartic is a boutique management consultancy serving clients in a variety of industries: media, health insurance, software, building materials, municipal piping, scientific devices, medical devices.

- Provided actionable recommendations for clients' go-to-market strategy in both current and adjacent markets by designing and executing custom research plans.
- Conducted the following market research: A&U studies, market landscape, market assessment, product testing, concept testing, segmentation, IDIs with thought leaders, SMEs, focus group moderating.

### **CREATOR AND PRODUCER (Currently a Consultant), Women in Comedy Festival, Boston, MA - Jan. 2008- Jan 2013**

Women in Comedy Festival produces year long events with the goal of closing the gender gap in comedy by showcasing women and their allies using several distribution channels.

- Built partnerships with networks (HBO), artists, managers, and organizations (Amy Poehler's Smart Girls)
- Strategic content creation: blog, podcast, live event curation.
- Regularly engaging with and growing various target audiences.

### **MARKET RESEARCH ASSOCIATE, Eidetics, Cambridge, MA – Dec. 2003- Sept. 2006**

Eidetics was a pharmaceutical and medical device market research company that was acquired by IQVIA.

- Team member of the largest project in company's history: 18-month, multiphase, global qualitative and quantitative project for Solvay.
- Recruited by senior staff to conduct IDIs and moderate focus groups for disease areas that were a challenge for patients to discuss.
- Responsible for questionnaire design, tracking, marketplace opportunity, brand message testing, global positioning platform, price optimization, report and presentation writing and delivery.

### **MARKET RESEARCH ASSOCIATE, Harvard Business School, Cambridge, MA – Sept. 2001- Nov. 2003**

- Authored the financial analyses (from large SEC datasets) that appears in the appendix of [\*Innovation Corrupted: The Origins and Legacy of Enron's Collapse\*](#) by Malcolm S. Salter, Professor Emeritus, Corporate Governance.
- Facilitated communication among cross-functional team investigating processes of large enterprises for a new HBS course.
- Interviewed CEOs and other C-levels from Home Depot, Merck, Enron, and Goldman Sachs.
- Built a library of strategic financial analysis, investigated on-site operations.

## **SKILLS**

Google Analytics, TechValidate, NPS, Salesforce, Microsoft Office 365, several email marketing/blog & social media platforms including Wordpress, Constant Contact, Hubspot, Campaign Monitor, calendly, hootsuite, Mention, Cision, Meltwater and more.

## **EDUCATION**

SMITH COLLEGE BA, Economics, GPA 3.8