

Maria Ciampa

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Skills: Strategy Development, Marketing, Creative Asset Creation and Management, Executive & Internal Communications, Investor Relations, Research Design, Media & Press Relations, Social Media

VOLUNTEER CONSULTANT, Portland Small Business Support Project, Portland, OR - 5.2020 - present

A group of Portland State MBA Alumni and career consultants are responding to the current coronavirus crisis by mobilizing a network of pro bono business consultants to help Portland Small businesses pivot, not panic. We offer: Strategic Brainstorming, Break Even Analysis, Customer Mapping, Digital Marketing, Pipeline Analysis

STUDENT, Advanced Writing Lab, Los Angeles, CA, 4.2019 - 11.2019

- Wrote content targeted to specific audience segments. Blogs, podcast scripts, video scripts, internal and external communications, and more.
- Translated lesser-known subjects into engaging material for various audiences.

GLOBAL COMMUNICATIONS & MARKETING MANAGER, IYUNO Media Group, Burbank, CA - 11.2018 - 4.2019

Limited Duration Project. I recommended and implemented communications strategy across 15 countries to prep the company for merger with BTI, completed 2019.

- Created strategy and content. Worked closely with the CEO and CMO to write speeches, letters to employees, clients and investors and town hall presentations. Specifically, I pitched, wrote and created all comms for corporate core values.
- Worked with design team to create graphics
- Wrote/published 2 articles & 2 press releases within 3 months. Deepened relationships with trade associations, conferences, and industry news entities, boosting IYUNO's reputation.
- Wrote copy, oversaw budget, and implemented website revamp and social media strategy.
- Wrote the company story since 2002, based on interviews with global executives and. Embedded in global marketing.
- Ensured appropriate and legal use of logos and mentions in all press, educating C-levels on security.

SENIOR MARKETING CONTENT MANAGER / WRITER, Pathmatics, Santa Monica, CA – 2.2018 – 10.2018

Contract Role. Pitched content strategy to the Head of Marketing. Wrote reports & articles for SaaS marketing strategy.

- Wrote monthly and quarterly marketing reports: *Top Advertisers Reports*. Using Pathmatics data, I detailed brands' strategy: spending, impressions and behavior by platform: desktop, mobile, video, and social.
- Set and met digital content strategy goals by collaborating with leadership and data extraction teams.
- Conducted secondary research as needed to create industry-specific content

MARKETING MANAGER/ CONTENT CREATOR, SDL, Los Angeles, CA – 8.2014 – 11.2017

RIF. Pitched and wrote case studies and optimized internal communications by implementing various initiatives.

- Wrote for sdl.com/customers after interviewing and working closely with C-levels, sales, and clients.
- Optimized product marketing team intel by conducting [multinational market research](#).
- Improved internal communications of sales and wins with the "Ring The Bell" initiative.

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MANAGEMENT CONSULTANT / WRITER, Tapestry Networks, Waltham, MA – 4.2010 – 12.2012

RIF. I wrote "[North American Insights](#)", a report that served as marketing material for our client Ernst & Young.

- Wrote reports based on ongoing primary research conducted with Audit Committee Chairs of Fortune 500s, and secondary research on industry and government regulations.
- Engaged with our client network of Fortune 500 board members, maintaining relationships.

MANAGEMENT CONSULTANT, Chartic, Boston, MA – 11.2006 – 3.2010

I provided actionable recommendations for go-to-market strategy in current and adjacent markets by working with a team designing and executing custom research plans.

- Wrote and delivered client reports. Conducted A&U studies, market landscape, market assessment, product testing, concept testing, segmentation, IDIs with thought leaders, SMEs, focus group moderation.

MARKET RESEARCH ASSOCIATE, Eidetics, Cambridge, MA – 12.2003- 9.2006

I was the associate assigned to an 18-month, multiphase, global qualitative and quantitative project for a new drug.

- Identified the narrative in the data. Wrote first drafts of all reports and presentations.
- Created research materials from questionnaire design to final reports. Analyzed data and reported results on marketplace opportunity, brand message testing, global positioning, and price optimization.
- Conducted IDIs and moderated focus groups for challenging disease areas for patients to discuss.

RESEARCH ASSOCIATE / WRITER, Harvard Business School, Cambridge, MA – 9.2001- 11.2003

- Authored the financial analyses (from large SEC datasets) in appendix of [Innovation Corrupted: The Origins and Legacy of Enron's Collapse](#) by Malcolm S. Salter, Professor Emeritus, Corporate Governance.
- Interviewed CEOs and other C-levels from Home Depot, Merck, Enron, and Goldman Sachs.
- Built a library of strategic financial analysis, completed on-site operations investigations.

SKILLS: All Social Media Platforms, Google Ads, Cision, Meltwater, BusinessWire, Hubspot, WordPress, HTML, Salesforce, Adobe, Campaign Monitor, Constant Contact, MailChimp, NPS, TechValidate, GarageBand, Final Draft, Final Cut Pro, Audacity, MS Office Suite, Office 365.

EDUCATION: SMITH COLLEGE BA, Economics, GPA 3.8

Groundlings Conservatory(LA), UCB (NY), ImprovAsylum (Boston), Grub Street Writing (Boston)

INTERESTS: Current **Yoga Instructor** at South Waterfront Eye Care, Portland, OR, Writing, Meditation, Cooking, Beach, Hiking, Live Music, Dance

Writing Samples Available