



# CHARLENE SMITH-MCCAW

## MARKETING / COMMUNICATIONS MANAGER

### SUMMARY

Accomplished marketer skilled in **strategic development yet grounded in tactical execution**. Seeking opportunities to **align marketing strategy** and **simplify complex information**. Enthusiasm for driving **integrated, multi-channel** marketing and **contributing to business growth**. Passion for high-quality, high-impact delivery, with proven strengths across **various formats**, audiences, organizational levels and geographies. Exceptional **project management**, simultaneously moving multiple projects forward and meeting tight deadlines. Excellent working in dynamic, **fast-paced environments** with a variety of budgets, timelines and resources.

### CONTACT

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### EDUCATION

MBA, Marketing Concentration, Temple University, Philadelphia, PA

Certificate, Marketing Communications, University of Pennsylvania, Philadelphia, PA

BS, Journalism/Public Relations, West Virginia University, Morgantown, WV

### PROFESSIONAL EXPERIENCE

#### CHARLENE SMITH-MCCAW CONSULTING

2000 – Present

##### **Marketing Communications Consultant, Content Manager, Copywriter**

**Select Clients:** CIGNA, IQVIA (IMS), Clario (ERT), Rebound, Unisys, CompuCom, Accolade, Fallon Community Health Plan, Guardian Research Network, Campbells, FIS Global, Baxter, Xybion, Bayada, Techadox, TGaS Advisors

- **Delivered content on time and within budget from concept to completion** (fact sheets, newsletters, press releases, ads, social content, etc.); proactively reinforced branding, collateral evolution, media relations, GTM/sales training and content measurement.
- **Drove effective Marketing, planning and implementation**, partnered with management, operations, creatives and products/services to **operationalize goals, increase demand and reinforce ROI**.
- **Collaborated closely with sales functions, business lines and product teams** to stay current, address market dynamics, define concepts, build strategies and align campaign objectives; **adapted to shifting priorities**, ensured MQL follow-up and **managed vendors** and budgets.
- **Developed and integrated cross-channel Marketing plans and campaigns** aligned with financial strategies, engagement objectives, brand goals, audience best practices, sales enablement and customer insights.
- **Enabled data-informed decision-making** by managing marketing funnel content and collateral, data and metrics, media relations, thought leadership and sales acquisition/retention.
- **Shaped/implemented segmentation, targeting, timing and automated deployment** to revitalize awareness and improve value perception; collaborated with experts, crafted content and provided training on **thought leadership, sales and microsite** (<https://precisionperformance.iqvia.com>).
- **Created/orchestrated email marketing and social media** strategies and messaging, resulting in 10% to 30% open rates and improved click-throughs; advanced organic, paid and earned posts to optimize performance.
- **Successfully doubled website traffic** by revising navigation, enhancing content and refining SEO; initiated, drafted and/or finalized content to ensure consistency and best practice use while implementing recommendations to improve organic search (<https://www.guardianresearch.org>).
- **Implemented 20+ annual industry events** and conferences, overseeing strategy, booth design, sponsorships, ads, social media, collateral, media relations, team communication, lead capture and follow-up.
- **Engaged with leadership, interviewed experts, monitored KPIs, analytics and performance**, tracked competition, observed industry trends and conducted research to incorporate insights into initiatives.

#### BENEFITS ACCESS INC., A CIGNA Company

Feb 1996 – Dec 1999

##### **Assistant Vice President, Marketing & Communications Consulting**

- Designed and developed department rapidly, taking ideas to deliverables in six months.
- Increased revenue to nearly \$8 million by third year; secured 20 clients and 100,000+ employee consumers.
- Managed/coached 15 people, vendors and \$1 million+ budget.

## WORK SKILLS

**Digital copywriting/content**, e.g., websites, landing pages, social media, eBooks, podcasts, blogs, internal platforms

**Designer management**, design basics, infographic and graphic development

**Print copywriting/content**, e.g., thought leadership, bylines, case studies, fact sheets, video scripts, newsletters, ads, reports, articles

**Newsletters and/or news releases**; planning, writing, editing, management

**Marketing, Communication Plans**, annual and tactical

**Email/social media** campaigns, planning, writing, management

**Brand-building, GTM** and sales support

**Event marketing**, Webinar, internal/external presentations development

**Executive coordination** & message development, internal communications

Program planning/**project management**

## SOFT SKILLS

- Self-directed, self-managed
- Creative, quick-study, intuitive thinker
- Adaptable, versatile, innovative
- Collaborator, team worker
- Detail and deadline-oriented
- Dependable, disciplined

## PROFICIENCIES

- Microsoft Office suite, Smartsheet, SharePoint
- Automation and customer relationship management systems (CRMs), i.e., Salesforce, HubSpot, Eloqua
- Web content management systems (CMS), including WordPress, Weebly, GoDaddy
- AI – Grammarly, DraftSmith, ChatGPT, Adobe, proprietary
- Design fundamentals – Canva, PPT, Adobe

## PROFESSIONAL EXPERIENCE (CONT.)

- Directed functions, e.g., market research, competitor tracking, sales analysis, RFP/proposals, communications and more.
- Led market approach, initiated segmentation research and implementation.
- Set up sales process, worked with cross-functional team and established prospect flow.
- Originated Consulting & Fulfillment Services to address clients' internal needs for integrated communications from healthcare to retirement benefits. Set pricing, service structure and requirements.
- Generated 97%+ customer satisfaction through high-quality integrated communications.

**CIGNA Group Insurance Division**

Oct 1995 – Feb 1996

**Marketing Department Head, Managed Disability**

- Led 10-person department and market direction/services to growing business line, including market research, product development, acquisition/retention, producer management and communications.

**CIGNA Group Insurance Division**

Jan 1995 – Feb 1996

**Director, Marketing Communications, Managed Disability**

- Executed rigorous market analysis and competitive assessments to refine new messaging and positioning; insights informed strategic adjustments, increased brand recognition and resulted in comprehensive managed disability position.
- Initiated and delivered interactive sales tool on new positioning, prepared supporting communications and conducted sales training.

**CIGNA Group Insurance Division**

Jan 1994 – Jan 1995

**Assistant Director, Marketing Communications, Central Marketing**

- Directed marketing communications, consulted on creation/production of materials for distribution channels, clients and employees.
- Initiated research/measurement for collateral, quantifying communications methods/priorities and improving message delivery.

**CIGNA INTERNATIONAL**

Aug 1991 – Jan 1994

**Marketing Communications Specialist**

- Managed marketing programs throughout 53 countries.
- Directed products, introducing 15 new property & casualty products launched in Europe, Asia and Latin America.
- Implemented copy strategies, language translations, graphics and budgets.

**WESTMORELAND COAL COMPANY**

Aug 1986 – Jul 1991

**Assistant Director Corporate Communications/Publications Managing Editor**

- Assisted with internal/external communications for Fortune 500 coal mining and marketing company.
- Produced shareholder communications and annual reports.
- Managed corporate publications, including writing, research, photography, layout/design and production. Contributed as writer/editor to local publications.
- Revamped existing collateral and introduced new publishing methods.

## HOBBIES, INTERESTS, VOLUNTEERING

**Music:** Piano, choir, cantor at church

**Books/Reading, Podcasts:** *Thrillers* e.g. Flynn, Baldacci, Greaney, Taylor, Child, Patterson, Connelly; *History and Historical Fiction*, e.g. Gabaldon, Gregory, History Chicks, History that Doesn't, Even the Royals

**Other:** Puzzles, Trivia, Movies, Gardening