

ELENA BALINT

GLOBAL BRAND & OMNI-CHANNEL MARKETING EXECUTIVE

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Experienced, growth oriented, customer-focused marketing executive with B2B and B2C omni-channel marketing expert with a record of increased ROI and audience growth.

CAREER SUMMARY

FREEMAN COMPANY, D.C.

AUGUST 2021 – JANUARY 2023

ACCOUNT STRATEGIST

A senior role in the organization. Built organizational strategies, integrated marketing strategies and supporting campaigns to increase audience ROI and audience attendance.

- Provided consultation to C-Suite executives aiming to optimize their marketing departments to meet market demands and stay competitive.
- Managed the integrated creative and account teams to develop multi-channel campaigns to increase awareness and drive acquisition.
- Created and managed the social content strategy cross-platform, based on objectives, for all campaigns.
- Initiated and analyzed consumer and industry research to gather strategic and consumer insights.
- Created persona-based content strategies to drive adoption of a new line of business products and services. Exceeded goals by 25%.
- Drove the expansion efforts of the agency's brand and creative capabilities to increase overall company revenue.
- Created online and offline customer journeys and experience roadmaps to drive leads.

STAND TOGETHER

FEBRUARY 2020 – FEBRUARY 2021

HEAD OF MARKETING AND BRAND STRATEGY

Developed the brand strategy and created the integrated marketing and communications campaigns to increase awareness of a non-profit mission to end poverty and homelessness. Project and position canceled.

- Created a movement-based campaign strategy to create communities that collectively worked to end poverty and homelessness in America.
- Worked cross-functionally with all business units to develop narrative, value propositions, positioning and messaging hierarchy.
- Conducted analysis to create target audience segments and the custom marketing plans on a regional and national level. Developed personas for donors, partners, local non-profits, potential sponsors, press and end-users.
- Lead cross-functional teams to educate staff on new marketing concepts, processes, and products.
- Responsible for the RFP process, contractual obligation, negotiations, and management of all agency partners.
- Partnered with SVP, Data, and Insights to build data and progress tracking plans. This included identifying new software and implementation strategies to measure and optimize performance (SEMrush, Google Analytics, Sprout Social).

NATIONAL GEOGRAPHIC PARTNERS, D.C.

March 2016 – October 2018

VICE PRESIDENT, BRAND MARKETING & STRATEGY

Hired as part of a new brand team to evolve the National Geographic brand strategy and lead all integrated marketing campaigns for B2B, B2C and Advertising Sales. Acted as lead point person for 14 regions globally. Laid off due to Disney/Fox merger.

- Provided and approved creative strategy for all global marketing campaigns across all products including consumer merchandise, subscription, and advertising. Led Webby & Effie nominated *Planet or Plastic?* global 360 initiative to reduce plastic waste.
- Partnered with the head of social media to create engagement and awareness content for Instagram and Facebook.

- Designed and implemented a lead-generation strategy that resulted in the highest viewability (34% engagement rate) and click-thru rates of any previous consumer campaign.
- Worked with the digital team to increase organic search results by more than 800%.
- Generated 59% in net new customers, while simultaneously ensuring efficient ROI across all marketing initiatives.
- Built partner strategies with The North Face, Swell, Universal Music Group, The World Bank, and the United Nations.
- Created and co-produced a branded content series to increase brand awareness among target audiences.

SHAREMYLESSON.COM, D.C.

OCTOBER 2014 – FEBRUARY 2016

CHIEF MARKETING OFFICER

Responsible for developing and implementing a business strategy, organizational strategy, and acquisition plan to achieve membership of one million educators globally. Increased return rate by 40% in just one year in a competitive and crowded landscape. Left to take the National Geographic role.

- Coordinated the design, development and launch of an updated website with optimized SEO, increasing search by 105% to reach over one-million new users in two years.
- Created content and marketing strategy for all social media and email campaigns.
- Designed long-term marketing strategies including product development and 360 loyalty marketing plans.
- Hired and managed an 8-member team, including back-end and front-end developers, social media marketing, editorial, email, and SEO strategy.

ADVERTISING AGE, New York, NY

APRIL 2012 – SEPTEMBER 2014

HEAD OF MARKETING

Led all brand marketing initiatives, including budgeting and forecasting and third-party agency management and selection. Managed and developed marketing staff across circulation, research, and digital marketing functions. Left to move to DC.

- Developed master brand strategy from the ground up and implemented a governance process that enabled stronger enforcement of branding across all platforms.
- Authored annual 360 marketing plans encompassing traditional, digital, social, and content marketing efforts.
- Formed B2B content partnership with SmartBrief to drive CMO leads.
- Oversaw all marketing automation and lead generation efforts to drive new business development initiatives.

AMERICAN EXPRESS, New York, NY

OCTOBER 2010 – OCTOBER 2011

DIRECTOR OF ADVERTISING - CO-BRAND CREDIT CARDS

Led all credit card and co- brand marketing initiatives, including strategy development, creative development and 360 marketing acquisition and loyalty execution and strategies.

- Spearheaded national acquisition campaign for the Delta-American Express co-brand card post Northwest merger. Acquired 1 million new cards in one year.
- Managed launch of Gold and Blue American Express Cards, achieving acquisition and loyalty spend goals YOY.
- Managed the product development and client relationships with Starwood, Hilton, and JetBlue co-brand credit cards.

Early career experience includes Sr Marketing Manger at American Express, **agency-side** at Bates USA, Walton Isaacson and McCann WW.

EDUCATION & CERTIFICATIONS

BA PR/Communication ◊ Loras College

Google Digital Marketing and E-Commerce ◊ Hubspot Content Marketing Certification ◊ Hootsuite Social Media Marketing

TECH SUITE

Google Analytics, Google AdSense, Google Campaign Manager, Facebook Ads Manager, LinkedIn Campaign Manager, Salesforce, Asana, Slack, Hootsuite, Sprout Social, Hubspot, Wordpress, Wix, GoDaddy
Keynote, Powerpoint, Asana, Workamajig, Basecamp,
Mac OS, Excel

