

ELENA BALINT

BRAND & INTEGRATED MARKETING EXECUTIVE

Chevy Chase, MD ♦ [linkedin.com/in/elenabalint](https://www.linkedin.com/in/elenabalint) ♦ elenabalint5@gmail.com

202-320-1434

Experienced, customer-focused marketing executive with a reputation for building memorable brands that raise awareness and make an impact.

CAREER SUMMARY

mdg agency, A FREEMAN COMPANY, D.C.
2023

AUGUST 2021 – JANUARY

ACCOUNT & CREATIVE STRATEGIST

A senior role in the agency. Tapped to create new processes and strategies to enhance the agency's creative product from concepting to implementation. Simultaneously built a branding service capability and implementation plan to create new revenue stream. Consulted with Clients to craft high-performing marketing teams. Laid off due to agency declining revenue.

- Consulted, educated, and mentored agency staff on the creative concepting process. Lead the creative brief writing, concept development, pitch decks and selling of concepts for Amazon, SuperZoo, LightFair, and others.
- Drove the expansion efforts of the agency's brand and creative capabilities to increase overall company revenue, including competitive research, value proposition and organizational strategy.
- Lead the integrated creative and account teams to develop multi-channel campaigns to increase awareness and drive acquisition for AAPEX, a major auto event. Surpassed business objectives by 10%.
- Initiated and analyzed consumer and industry research to gather strategic and consumer insights to apply to the creative process.
- Managed all projects by leading team meetings, building and tracking Asana boards, and implementing reporting best practices.
- Created first persona-based content strategies for ABSI in effort to increase business products and services. Exceeded goals by 25%.
- Created online and offline customer journeys and experience roadmaps to drive leads from qualified customers.

STAND TOGETHER

FEBRUARY 2020 – FEBRUARY 2021

HEAD OF MARKETING AND BRAND STRATEGY

Hired as part of a special brand team to build Stand Together's first brand strategy whose objective was to cultivate a national movement around ending poverty and homelessness in the US.

- Devised the overarching brand plan need to obtain the goal. Subsequently educated on importance of brand, value proposition and narratives to each business unit throughout the organization.
- Sourced, wrote the RFP, and hired enso, an LA-based creative design and impact company, to guide unprecedented ethnographic, psychographic, and cultural research to create a motive for action.
- Guided a cross-functional team to develop an impactful narrative, value propositions, positioning and messaging hierarchy to be applied internally and externally.
- 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 for Stand Together products and services (Education, Immigration, etc.)
- 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).
- Partner with [Stand Together Ventures](#) to create an online brand presence, distinct value proposition and supporting messaging for launch.

NATIONAL GEOGRAPHIC PARTNERS, D.C.

March 2016 – October 2018

VICE PRESIDENT, BRAND MARKETING & STRATEGY

Brought on by CMO as part of a new brand team to evolve and recreate the National Geographic global brand strategy and creative campaign execution. Responsible for all enterprise level strategy, campaign development, and execution. Partner agency was McCann NYC. 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 consumer campaign across 14 different countries.
- Acted as the singular liaison between National Geographic Society & National Geographic Media to define objectives and bring the creative *Planet or Plastic?* project to completion.
- Lead the [“Sparks”](#) creative campaign in effort to ignite curiosity and honor exploration. Wrote RFP, all creative briefs, scripts, and ran all agency meetings to develop the 3 part-series which aired on National Geographic-owned channels.
- Built partner strategies with The North Face, Swell, Universal Music Group, The World Bank, and the United Nations.
- 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.
- Partnered with the head of social media to create engagement and awareness content for Instagram and Facebook.
- 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 the first brand strategy, marketing organizational strategy, and consumer acquisition plan to obtain one million members. Increased return rate by 40% in just one year in a competitive and crowded landscape. Left to take the National Geographic role.

- Launched the effort to create brand identity, hire Inflection Interactive (New York-area based), and concept the “You Got This” brand campaign.
- 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 and implemented master brand strategy and [corresponding brand platform](#) (with Cincinnati-based Possible WW) from the ground up and implemented a governance process that enabled stronger enforcement of branding across all platforms.
- Co-created B2B CMO campaign, [“Without Ad Age”](#) in partnership with Kirschenbaum partners, NYC.
- 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. Managed the development and execution of more than 20 TV advertising and marketing campaigns.

- Spearheaded national acquisition campaign for the [Delta-American Express](#) SkyMiles co-brand card post Northwest merger. Acquired 1 million new cards in one year.
- Direct contact for the Inter-Agency-Team including Ogilvy, Digitas, Momentum, Huge, Makeable, and others.
- Wrote and delivered all creative briefs, approved all concepts, provided creative direction, and managed project budgets and timelines.
- 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.

AGENCY SIDE EXPERIENCE, New York, NY

JANUARY 2001 - OCTOBER 2010

Held account management roles as contractor **or full time at:**

- Bates USA/NYC: Account Supervisor, Brown & Williamson Tobacco
- Walton Isaacson/NYC: Unilever (Ponds, Dove)
- McCann WW/NYC: [Staples](#), Verizon Small Business.

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