

Judy Popov



MARKETING EXECUTIVE

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 www.popovjudy.com/portfolio

PROFESSIONAL SUMMARY

Experienced marketer adept in strategy, event management, and impactful collateral creation. Seeking opportunities to apply skills in website redesign, CRM, and data analysis for enhanced team performance. Specializing in customer segmentation, digital marketing, and ROI analysis to drive growth. Ready to excel in marketing management with creativity and innovation.

EDUCATION

Old Dominion University, 2008

 Bachelor of Science in Business Administration

Major: Marketing (3.6 GPA)

Minor: Communications (3.92 GPA)

Overall GPA **3.3**

Tidewater Community College, 2006

 Associate in Science Degree

Major: Business Administration

Overall GPA **3.6**

Graduated *Magna Cum Laude*

PROFESSIONAL SKILLS

- Innovative & Creative
- Marketing Collateral Design and Development
- Infographics for Complex Technical Offerings
- Presentation Specialist
- Excellent Oral & Written Communications
- Proficient Copywriter and Editor
- Remarkable Attention to Detail
- Meticulous Organizer
- Self-Starter
- Determined Problem Solver
- Skilled Negotiator
- Ability to Build Consensus Among Groups
- (PPC) Pay-Per-Click Advertising
- (CPM) Cost Per Mile Advertising
- Competitive Market Research & Analysis
- Customer Segmentation
- (CRM) Customer Relationship Management
- Digital Marketing Tools & Campaigns
- Multichannel and Cross-Channel Marketing
- Demand Generation Marketing
- ROI Cost Benefit Analysis
- SEO Optimization

WORK EXPERIENCE

Marketing Manager and Leadership Team Member - Offix, Lc (Gainesville, VA)

May 2023 - February 2024

- Spearheaded the ongoing effort of a complete website redesign to reduce the bounce rate and create a more engaging experience for visitors
- Analyzed data reports from Google Analytics/GA4 and other web-based programs to assess the performance of the company's brand presence and competitive status in the virtual landscape
- Designed infographics, flyers, illustrations and other marketing collateral to support sales targets and goals
- Assisted the sales team in reviewing RFP's and producing informative and enticing proposals
- Planned, advertised and executed several events: new office open house, backpack donation, and much more
- Supervised and guided the marketing assistant in social media content postings and other supportive tasks
- Utilized demand generation marketing tactics to strategically aim efforts that created new business opportunities
- Tracked and analyzed leads using SalesChain CRM software to identify patterns in their source, status, and quality
- Developed marketing tactics and efforts, in concert with the sales team, to help achieve KPI's and expand brand awareness in across all markets for products and service offerings
- Produced compelling copy for numerous initiatives, adeptly summarizing complex technological information to drive impactful calls to action and generate qualified leads
- Collaborated with other members of the leadership team to orchestrate methods of obtaining traction towards our organizational goals with my unique ability to build a consensus among groups
- Supported leadership team in the identification, discussion and resolution of the company's key issues

Marketing Manager - Welburn Management (Woodbridge, VA)

March 2013 - April 2023

- Brand ambassador for 47 Welburn owned restaurant locations, with the surrounding communities
- Designed marketing collateral for local store marketing promotions and community outreach (advertisements, franchisee logo, flyers, coupons, brochures, presentations, posters, bag stuffers, banners, newsletters, etc.)
- Created content for multichannel and cross-channel marketing campaigns to drive business and promote products
- Led cross-functional operational teams in a matrixed environment, to achieve marketing goals and objectives
- Planned and coordinated all events: grand openings/re-openings, ground breakings, VIP tastings, blood drives, Santa, coffee with a cop, customer appreciation, community outreach, live broadcast events, etc.
- Evaluated annual OOH advertising budget and contracts and negotiated pricing, reviewed location opportunities as well as graphic change frequency and occasionally designed graphics for specific promotional targets, as needed
- Worked hand-in-hand with the Vice President of Operations on strategies to reach KPI targets
- Responded, provided and tracked donation and sponsorship requests for local communities around each restaurant
- Performed restaurant hospitality and guest experience lead training to ensure an improved guest experience
- Modernized and re-imagined employee handbook and on-boarding materials to better reach team members
- Monitored the quarterly and annual marketing budget spend for the regional coop and reported to leadership

WORK EXPERIENCE *(continued)*

SOFTWARE EXPERIENCE

- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- SalesChain CRM (similar to Salesforce)
- Microsoft 365 & SharePoint
- Microsoft Office (Word, Excel, PowerPoint, etc.)
- WordPress & Other Website CMS
- Google / GA4
- SEMRush & Other Digital Analytics
- Social Media Platform Management
- HubSpot
- Canva
- EOS 90.io

LICENSE

Notary Public - Commission Expires: 2/28/25

REFERENCES

Available Upon Request

- Assisted the Human Resource department in developing creative, new ideas to attract and retain employees with appreciation activities and rewards
- Assessed and modified LSM programs through financial and other data analytics using digital marketing tools (sales, transaction counts, customer feedback scores, timings, etc.) to devise new promotions that not only align with and compliment regional and national promotions but also do not interfere with existing campaigns
- Collaborated with management to discuss SWOT and devise plans for overcoming down turns in the economy, temporary sales declines (i.e. pandemic, consumer spending, construction, etc.)

Marketing Manager - Van Management, Inc. (Chantilly, VA)

August 2012 - February 2013

- Acted as the public face for 20 restaurant locations in developing community relationships
- Evaluated ROI and modified local store marketing campaigns
- Worked with each restaurant to improve customer and employee satisfaction
- Coordinated and oversaw the internal and external local store marketing events for each restaurant
- Created marketing collateral such as flyers, coupons, signs, brochures, etc.

Marketing Manager - BARE International, Inc. (Fairfax, VA)

August 2010 - June 2012

- Produced diverse cross-channel and multichannel marketing collateral: flyers, brochures, catalogs, presentations and trade show displays, etc.
- Managed procurement of promotional items for distribution at trade shows, meetings and evaluator/auditor events
- Partnered with international offices to execute marketing campaigns
- Engaged in meetings with regional teams and executives to discuss business development strategy and updates
- Collaborated with web developers to redesign the company website
- Managed content updates and additions as needed using WordPress for the company website
- Liaised with international offices to enlist personnel for translating website updates and additional content
- Evaluated RFP specifications to identify key concerns and assess project feasibility in terms of anticipated costs
- Generated preliminary cost estimates for proposed program solutions, overseeing the preparation of bidding documents from inception to delivery
- Directed proposal development efforts, crafting client presentations and deliverables, while conducting comprehensive analysis of client needs, program scope and key drivers
- Supported the sales department in formulating proposals that articulate recommended program elements and demonstrate how techniques align with client objectives

Executive Assistant - NVT Staffing (Falls Church, VA)

September 2009 - August 2010

NVT Staffing is a temp agency. I performed work for several different companies, including:

- NRA - National Rifle Association
- Professional Healthcare Resources

Executive Assistant - Snelling Personnel Services (Chesapeake, VA)

June 2009 - August 2009

Snelling is a temp agency. I performed work for several different companies, including:

- Hampton Roads Economic Development Alliance
- Chrysler Museum of Art

Repair Services Manager - Air Systems International (Chesapeake, VA)

November 2001 - April 2008

- Supported marketing efforts across diverse sales channels (B2B, B2G, B2C) by assisting the marketing manager with various materials such as flyers, presentations and catalogs
- Provided technical support and assistance during customer service shortages in the sales department
- Facilitated the resolution of customer complaints, to maintain relationships for long term retention
- Trained and supervised new team members, fostering growth and productivity
- Restructured and optimized the repair department, achieving a 98% profit margin through new processes and efficiencies
- I also performed many other duties unrelated to marketing