

VALERIE SYMON

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Chief Marketing Officer

Building Brands One Story at a Time

Energetic **Marketing Executive** with experience blending project management tactics with targeted marketing collateral to manage company messaging and ensure brand loyalty. Creative storyteller with exceptional ability to amplify a brand story. Reputation as collaborative and innovative brand advocate with a deep knowledge of all phases of Marketing, Advertisement and Public Relations. Able to craft successful marketing plans that will build iconic consumer experiences. Strong intellectual curiosity with talent in mastering new environments.

Core Competencies

- ✓ Strategy, Marketing & Brand Planning
- ✓ Project Panning & Execution
- ✓ Creating Compelling Client, Guest and Staff Experiences
- ✓ Developing High Performing Teams
- ✓ Building Brand Loyalty
- ✓ Content Creation
- ✓ Partnership Development
- ✓ Public Relations

Experience

Company A — Arlington, VA • 2010-Present

Vice President, Marketing

- Manage team of 8 leading communications, community outreach, marketing, and strategic planning efforts of \$500M Marketing firm with over 50 Fortune 100 clients.
- Successfully led the launch of a multi-channel marketing campaign for a new consumer service line that drove volume to capacity with first four months and increased annual revenue by 10%.
- Frontline leader for COVID-19 crisis communications responses dealing with the pandemic in nursing homes across the nation. Impact: Wrote more than 250 press releases and fielded 5,500 media/press inquiries during the U.S. response to the COVID-19 Pandemic.
- Implemented comprehensive internal communications plan, including new intranet portal, internal electronic billboards for Fortune 200 organization, improving employee engagement scores by 40%.
- Reduced reliance on outsourced graphic design and photography services, saving over 10% each year.
- Directed annual strategic planning program and market needs analysis, established monitoring of initiatives, and created monthly newsletters for clients to drive client engagement.

Education

B.A., Communications • Kent State University, Kent, OH