

Anna Melillo

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SUMMARY: Innovative and experienced marketing and communications professional with expertise in strategic planning and execution. Skilled in developing branding, online communications, digital media, social media, channel programs, customer acquisition and retention. Inspiring team leader and presenter. Industries: financial services, high tech, entertainment healthcare, retail, government and education.

EXPERIENCE

Business Lead, Communications & Training (Consultant) **Charles Schwab** **2/10-8/11**

Led creation and execution of multi-channel communication and training plan to support new cost basis tax legislation – Schwab's largest program of 2010. Collaborated with over 40 internal stakeholders to develop plans and deliver programs for over 2,000 internal reps and approximately 4 million clients.

Manager, Digital Media (Consultant) **Bank of America** **11/09-2/10**

Oversaw digital assets for mortgage business: development, production and placement for internal and 3rd party websites, liaison between bank and Organics, the creative agency.

Marketing Consultant for small business & non-profits **4/09-2/10**

Developed awareness/fund raising online programs: website, email, digital media, social media marketing for Pacific Coupons, Build on Hope, Youth in Arts.

Manager, US Channel Marketing (Consultant) **Cisco Systems, Inc.** **8/06-12/08**

Developed marketing strategies to grow Cisco's Healthcare, Retail, Financial, Government & Education vertical businesses through 200 key resellers. Created and executed marketing plans, hired vendors, and collaborated with cross-functional teams to launch products, trainings and events. Utilized digital media, video and webcasts, social media to help to increase vertical business by 11%.

Senior Manager, Marketing (Consultant) **California State Automobile Assn.** **10/05-8/06**

Managed multi-channel marketing for AAA Travel. Initiated new branding, managed direct mail, print advertising and first Via Magazine insert to 2.7 million members. Increased sales by 10% in 6 months.

Charles Schwab & Co., Inc. (Consultant) **5/99-10/05**

Manager, Client Segment/ Relationship Marketing **11/03-10/05**

Drove multi-channel marketing to 6 million clients by segment; directed client experience and promotions, developed acquisition and loyalty campaigns with team of five and outside vendors. Realized 13% increase in client acquisition/retention

Manager, Insurance Services Marketing **5/02-2/03**

Developed client marketing strategy and tactics: product launches, direct mail, advertising, collateral and multi-level Intranet site for reps and clients with team of eight. Sales up by 15%.

Manager, Integrated and Digital Marketing **5/99- 12/02**

Directed customer relationship marketing, client acquisition, lead generation, product launches, online community, direct mail, email, and web marketing and promotions. Managed team of ten.

- Customer acquisition: Drove lead generation. Tested incentives, copy, messaging
- Increased response rate by 3% by offering trials of tools and products
- Client development and retention: Planned and executed client up-sell, cross-sell, online offers
- Customized and edited monthly e-newsletters to over 800,000 clients by segment
- Increased response rate by 15% by offering clients guidance on web site usage via email
- Launched first online community on Schwab.com. Developed content, processes, +12% increase
- *On Investing*: edited, produced monthly client print magazine with over 30 contributors

Sales Coach **Broderick Associates** **1/02-6/04**

Hired, trained, coached business development managers for marketing and sales consulting firm. Developed client-specific messaging and talking points. Increased lead generation by 18%.

Vice President, Marketing (Consultant) Promotion Fulfillment Center 11/0-10/03

Set strategic vision for re-branding and execution. Directed re-positioning, website, search engine optimization, promotion, advertising, collateral and sales materials. Managed team of eight.

Independent Consultant, Business Development and Marketing 2/96-6/98

- **Eastman Kodak:** Conducted customer satisfaction and competitive research, defined target markets, product features and produced marketing programs
- **Netscape Communications:** Launched company's first online community
- **Maxis:** Developed launch and packaging plan for SimPark game and early childhood games
- **Pacific Data Images/DreamWorks SKG:** Managed recruiting and events with team of ten
- **Puffin Software:** Launched first product for start-up in seven months from concept to channel

Permanent, Full Time Positions**Vice President, Marketing Well Engaged LLC 6/98-4/99**

Developed brand, launched and positioned online community-building products and services for start-up. Managed website development including content design, traffic building, and revenue strategies.

Senior Manager, Marketing Autodesk Multimedia 6/92-2/96

Developed worldwide marketing strategy and tactics for 2D & 3D animation software lines for film, video and game developer markets. Managed team of 12 and over \$2 million budget.

- Attained over 70% market share by initiating marketing to untapped game developer market
- *3D Studio MAX* market share increased 18% over 3 years and became worldwide leader
- Tripled lead generation with demand-creation programs – over 160% sales growth over 3 years

Director, OEM Product Marketing Mindscape (now Vivendi Universal) 3/91- 6/92

Led business development for interactive multimedia education and game software. Managed product specifications, packaging, launches, events and marketing. Expanded line from 20 to 40 products.

Director, Mac Products Time Arts, Inc. 10/89-12/90

Directed development and launch of *OAS/S*, professional 2D paint software. Managed interface design, product specifications, packaging and worldwide business and marketing strategy.

Manager, National Sales Sun Microsystems, TOPS Division 2/88-7/89

Increased sales by 400% in first year by establishing tele-sales and support department of 27 people for retail connectivity software division. Doubled reseller sales from \$600,000 per quarter to \$1.2 million

- Directed sales programs for 2,500 resellers, 1,000 corporations, 600 educational institutions

Manager, Western District Sales WordStar (formerly MicroPro) 6/81-5/86

Increased district sales from \$4 million to \$15 million in 3 years at word-processing software company. Developed programs for corporate, reseller, OEM and distributors and integrated inside/outside sales force.

EDUCATION

- B.A. in Art, Minor in English, UCLA
- California Elementary Teaching Credential

ADDITIONAL EXPERIENCE

- Speaker at industry events, Marin Women in Business, "Why Your Business Needs a Web Presence"
- Volunteer for Technology in Schools, Career Counseling for San Rafael High School
- Board Member of Youth in Arts (www.youthinarts.org)
- Fluent in Italian

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