



ELENA WELLARD

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436 A Raven Way
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DIRECTOR OF MARKETING

Marketer / Leader / Achiever

Marketing director with over ten years of experience providing increasing levels of leadership in marketing and product management. Adept at working in various industries with multiple brands. A dynamic team player, who brings energy, enthusiasm, and humor to motivate cross-functional team members to achieve their potential and meet objectives. Self-motivated and resourceful with impeccable communication and leadership skills. Proven success in building relationships and interacting with all levels of leadership within a multicultural environment.

Areas of Expertise:

- Strategic Planning and Execution • Employee Management and Supervision • Product and Marketing Management • Brand Messaging/Brand Recognition • Project Management • New Product Development
- Market Research/Competitive Intelligence/Customer Insights • Website Marketing • Email Marketing
- Social Media Marketing • SEO/SEM • CRM Implementation and Training • Partner/Affiliate Marketing
- Trade Show/Event Management • Excellent Leadership and Interpersonal Skills • Fluent in Russian

RELEVANT MARKETING EXPERIENCE

Marketing Manager

February 2015 – December 2015

Things From Another World, Inc., Portland, Oregon – *Retailer of comics and pop-culture merchandise with an e-commerce website and four brick and mortar locations*

Oversaw planning, development and implementation of all the company's marketing strategies, communications, and public relations activities. Managed SEO analysis and optimization, paid search and remarketing efforts, affiliate marketing, event creation and direction. Supervised the efforts of the marketing staff and coordinated at the strategic and tactical levels with all other departments of the company and external partner organizations.

Selected Accomplishments:

- Directed organization and execution of a successful signing for Chuck Palahniuk, author of *Fight Club*, with over 1,000 attendees.
- Was an integral part of the team responsible for a record \$60,000 sales at San Diego Comic-Con – an increase of 70% from the previous year.
- Was responsible for managing the company's international e-commerce website with annual revenues of over \$3 million.

Director of Marketing

June 2012 – July 2014

iMagDent Development & Management Services, L.L.C., San Antonio, Texas – *National consulting, management and service company in the volumetric dental imaging industry*

Hired to help the company define and build its marketing function and capacity. Was responsible for planning, implementing and measuring the success of all of the company's marketing strategies, campaigns and initiatives. Directed and supervised marketing efforts of staff in 5 Texas markets as well as provided guidance and support for marketing campaigns in the additional 5 US markets.

Selected Accomplishments:

- Developed and implemented successful multi-channel inbound marketing program resulting in increased brand visibility and customer engagement.
- Directed creation of the Implant Concierge™ brand identity, including marketing materials, sales support tools and social media sites.
- Created and maintained a comprehensive customer database resulting in improved marketing ROI and customer engagement.

Marketing Operations Coordinator

June 2010 – January 2012

Contexo Media, Salt Lake City, Utah - Provider of comprehensive medical coding solutions including books, software and eLearning programs

Collaborated with product management and marketing teams to successfully launch new products via multi-channel marketing campaigns. Coordinated all aspects of trade show logistics and marketing. Maintained relationships with multiple online retailers and trade associations. Worked with design department on creating a variety of print and web advertising.

Selected Accomplishments:

- Planned and executed successful multi-channel marketing campaigns for several product lines.
- Headed company's social media effort – grew company's Twitter followers to 500 in 3 months.
- Managed creation and deployment of five weekly electronic newsletters with the average open rate of 10 percent.

Marketing Communications Coordinator

September 2005 – July 2007

Radix Corporation, Salt Lake City, Utah – Manufacturer of rugged handheld mobile computers and portable printers

Managed corporate marketing and communications functions. Designed and managed submissions of company display advertising to trade publications. Updated content and graphics of the company web site and business partner forum. Coordinated all preparations of company sales force for industry trade shows. Performed ongoing market research to identify and capitalize on unmet customer needs.

Selected Accomplishments:

- Revived company marketing department after a 3-year hiatus.
- Wrote, designed and distributed company quarterly *Rugged News* publication resulting in higher brand awareness.
- Designed and updated product specifications literature and other marketing materials to help sales representatives sell more effectively.

Marketing / Executive Assistant

September 2004 – September 2005

Energy Management Corporation, Salt Lake City, Utah – Seller and distributor of electric motors, variable frequency drives and backup generator systems

Was responsible for company's marketing and sales support functions. Developed and created company marketing literature and sales tools using Adobe software. Maintained relationships with Internet customers to insure proper service. Worked closely with sales force on proposals, submittals and presentations.

Selected Accomplishments:

- Designed and implemented multiple successful direct mail marketing campaigns.
- Redesigned, maintained and updated three company web sites resulting in an improved visitor experience.
- Worked on developing a new company image resulting in improved brand recognition.

EDUCATION

Master of Business Administration, Idaho State University, Pocatello, Idaho, May 2010
Bachelor of Business Administration in Marketing, Idaho State University, Pocatello, Idaho, May 2004