

ROSE MULRONEY MA LSP

419 W. 16th Street, Houston, TX 77008 | H: 773 485 5815 | rose@blackjadecreative.com

STRATEGIC-CREATIVE MARKETING LEADER

Seasoned strategic-creative leader with extensive experience crafting powerful differentiators, empowering leadership teams, impacting sales results – pushing the boundaries of success by implementing effective marketing programs designed to engage prospects, build brand ambassadors, and establish dynamic presence across the marketplace.

AREAS OF EXPERTISE

- Purpose-driven goals
- Transformational leadership
- Game changing programs (digital, integrated, email marketing strategy and campaigns)
- 30-second positioning: logo & tagline, brochure & sell sheets, home page & teasers, eblasts & landing pages, social media & online content

EXPERIENCE

01/2002 to Current

PRINCIPAL, CREATIVE MARKETING DIRECTOR

Black Jade Creative, LLC - Houston, TX

GAME CHANGING PROGRAMS: Set strategic direction and execute brand positioning through application of 30-second integrated marketing system (digital and print) for middle market (\$200k-\$2m revenues) business to business clients. Collaborate with senior-level executives, production vendors, marketing/IT managers, design and development teams. Forecast and administer budgets to maximize return on investment. Devise highly creative brand strategy and customer experiences that establish client as the market trailblazer in their area of expertise.

Brands include: THK, USC Magazine, Innova Foods, SOS Technologies, Vedder Price, Value Drivers

Delivered Results:

Tradeshow "Repeat" Digital Marketing – photo-video story series, landing page/lead magnet, quick response, auto blast, social, special event, UX initiative designed to move target to next step. Innova Foods National Sales Conference/Team increased qualified leads by 50%.

Network "Referral" Integrated Marketing – photo-copy story, autoblast, social, face to face, photo direct mail initiative designed to bring client top of mind. Mitchell Hoffman Wolf, LLC Quarterly Business Development Team increased quality referrals by 300%.

Organic "Find" SEO Campaign – landing page/lead magnet, autoblast, social, Google Adwords, UX initiative designed to bring searchers in for a tour. Premier Executive Centers Quarterly Business Development Team increased quality leads by 50%.

30-Second "Value" Identity System – proprietary process designed to 1) tell a different story, 2) mechanize brand into marketing program, 3) tie all efforts to sales process. Added to IP value of Leavitt Siegal LLC that contributed to successful firm merger, continued brand extension and internal sales ambassadors as Brunswick Reicin Pollack. Priceless.

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01/2000 to 01/2002

ART DIRECTOR/DESIGNER

Loyola University Chicago - Chicago, IL

DIGITAL/CAREER FAIR BRANDING & MARKETING: Upleveled Jesuit educator reputation by implementing full undergrad rebrand. Designed, developed and implemented brand identity department by department for career fair and class materials.
20%-50% increase in admission

01/1999 to 01/2002

ART DIRECTOR/DESIGNER

Claretian Publications - Chicago, IL

DIGITAL & DIRECT MAIL PROMOTIONS: Revamped subscriber experience via functional redesign and repeat programs. Designed identity and campaigns for direct mail of multiple (incl. bilingual) publications.
3%-15% increase in subscriptions

KEY SKILLS

- WordPress & UX
- LeadPages Landing Pages
- Lead Magnets
- eBlasts/Social Media/Hootsuite
- Google Ad/Keywords
- SEO & Analytics
- Adobe Creative Suite
- Photo & videoshoots incl. story and scripting
- Art & science of subliminal impact of color, symbols
- Black belt sales-free selling system
- Workflow management & process improvement

EDUCATION

SALES RESULTS, INC. BLACK BELT SALES-FREE SELLING

Chicago, IL

COLUMBIA COLLEGE CHICAGO M.A. GRAPHIC DESIGN

Chicago, IL

MARQUETTE UNIVERSITY B.S. MARKETING

Milwaukee, WI

PROFESSIONAL AFFILIATIONS

The American Marketing Association

Houston Interactive Marketing Association

AIGA