

# LISA JOFINO

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## MARKETING EXECUTIVE

Strategic-thinking marketing executive with diversified experience in Fortune 100 companies, small businesses, and startups. Earned reputation for consistently increasing brand awareness and leading successful product launches. Generate maximum benefit by creating cultures that empower individuals and teams to succeed. Cross-functional manager who quickly learns new products, industries, and the businesses that support them. Resourceful problem solver with forward-thinking abilities to conceptualize solutions to challenging problems. Execute marketing plans with confidence and determination through expertise in:

- Marketing Strategy / Planning
  - Sales Promotion
  - TQM Management
  - Marketing Communications
  - Brand Management
  - Process / Project Management
  - Corporate Communications / PR
  - New Product Launch
  - Leadership / Staff Management
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## PROFESSIONAL EXPERIENCE

**Financial Company**, Shelton, CT (2006 – 2008)

*Financial Annuities Distributor.*

### **Director Marketing**

Managed two proprietary marketing channels: Financial agents and strategic alliance with insurance company representatives. Developed marketing plans for field initiatives to achieve strategic objectives.

- Increased brand awareness 50% for financial annuity product launched into insurance distribution channel by introducing product with 124 road shows and premium road show kits in eight months. Grew 2007 insurance company annuity sales 28% from 2006.
- Identified need and developed direct marketing campaign targeted to financial agents that produced highest open rates among four channels at 43% throughout 2007.
- Reduced insurance company print production costs 20% by tracking review objections and creating preferred language list for generic materials.
- Delivered 40% increase in agent awareness by creating communications/PR campaign that incorporated many agency conduits never used by annuities.

**Insurance Care**, Westport, CT (2003 – 2006)

### **Director Marketing**

Recruited as Marketing Manager to lead seven-member production staff and two budgets totaling \$4.5 million before promotion to Director Marketing. Spearheaded strategic marketing initiatives to bring products into core mix for cross-sell opportunities. Developed sales tools to increase acceptance of new sales process.

- Eliminated \$50,000 in potential state fines by initiating compliance archiving process to track all filed materials deemed “advertising” when promoting product.
- Led multifunctional team of in-house staff, corporate advertising, and two external agencies in two concurrent product launches for distinct lines that required custom marketing materials, applications, forms, online tools, and sales kits. Developed both campaigns on time and within budget.
- Reduced underwriting issues 34% in first three months by teaming with IT to develop online decision-making tool that enabled agents to determine best product options for clients.

**A Consulting Firm**, Austin, TX (2001 – 2003)

*Private consultancy specializing in marketing strategies, PR, brand image, and business development.*

**Consultant**

Consulted with clients across multiple industries providing full range of marketing services.

- Achieved 43% initial enrollment by developing multidimensional enrollment campaign for California employees.

**IT Company**, Austin, TX (2000 – 2001)

*Market research firm specializing in technology companies; later absorbed by other companies.*

**Director Marketing**

Managed 11-member staff developing key marketing initiatives with \$500,000 operating budget and two annual revenue events with \$740,000 income target.

- Improved department production efficiency 40% through functional assessment and team realignment, staff skill set development, and cross-training teams.
- Shortened proposal development 33% by automating process and loading upgraded client acquisition materials on laptops for more polished presentations to technology clients.

**A Communications Company**, Austin, TX (2000)

*\$250 million venture capital-funded, high-speed DSL startup with business footprint in SE region of U.S.*

**Director Marketing**

Developed all business and product/services collateral within first 30 days on the job, including corporate folders, business cards, letterhead, press kits, sales kits, and customer welcome kits.

- Compressed development of accelerated launch plan strategy from 8 months to 90 days, encompassing complete launch day package.

**Funding Corp.**, Austin, TX (1998 – 2000)

*Mortgage company licensed in 44 states with 17 branch offices.*

**Corporate Marketing Manager**

Recruited, trained, and led six-member, cross-functional team in new department tasked with marketing, corporate communications, brand development, Web site development, and sales channel maintenance.

- Reduced turnover 30% while improving morale 50% by developing comprehensive employee communications program that included "Town Hall" meetings, an employee newsletter, four employee events, and an employee suggestion program.
- Exploded market awareness 100% in first year after introducing new brand strategy, developing identity program with new trademark, national ad campaign, and expanded marketing plan.
- Offset Web site development and hosting fees 30% by developing fee-based broker "showroom sites" that provided online efficiencies and another conduit for networked sales by company brokers.

**Life Term Care**, Austin, TX (1996 – 1997)**Corporate Marketing Manager**

Directed six-member staff providing communications, agent PR, brand development, and publicity for LTC.

- Optimized department's \$1.5 million operating budget that included an \$800,000 printing budget by realigning fulfillment/print vendors, re-projecting budget, and implementing process improvements.
- Increased agent response 25% within three months after implementation of brand strategy to realign NYLACOR with New York Life to capitalize on established brand equity.

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**EDUCATION**

**B.F.A.**, *Visual Communications*, SOUTHWESTERN UNIVERSITY

**CERTIFICATIONS**

**TQM** (TOTAL QUALITY MANAGEMENT), Baldrige National Quality Program/Corning International

**ACS** (ASSOCIATE CUSTOMER SERVICE), LOMA (Life Office Management Association)

**CLTC** (CERTIFIED IN LONG-TERM CARE), The Corp. for Long-Term Care      **Series 6 License**, FINRA (SEC)