

ABOUT

Accomplished Senior Marketing Leader with over a decade of experience in financial services industry. Accountable for development of marketing strategy to increase customer engagement to deliver revenue for the business. Recognized for outstanding leadership, influencing skills, strategic thinking, and ability to achieve desired outcomes. Highly effective at building trusting relationships with cross-functional teams and senior leaders across the organization.

Specialties: digital and direct mail campaign management; offer testing strategies; process improvements; reporting and analysis; planning and forecasting; performance analytics; competitive benchmark analysis; approval processes; regulatory compliance and control activities; cross-functional and direct team leadership; revenue and sales driving initiatives.

EXPERIENCE

Citigroup

Marketing Program Leader, VP - Global Consumer Bank 2017 – Present

Responsible for leading a team through end-to-end strategic offer development and execution of marketing programs for Small Business Cards customers aimed at increasing cardmembers' credit limit resulting in higher customer spending and contributing to \$200MM in incremental annual revenue and \$5B in sales with \$10MM marketing budget.

- Drives 400% growth in business results by partnering with leaders from risk management and analytics to expand customer eligibility, optimize targeting, and implement strategic testing initiatives and line assignment models.
- Manages a pipeline of marketing initiatives aimed at transforming the program to a more customer-centric approach with timely and relevant offers delivering 35% increase in customer engagement and top of wallet behavior.
- Leads program transformation to expand digital presence by launching new digital channels and placements resulting in improved customer experience, 20% growth in NPS, and 25% lift in response and conversion rates.
- Delivers 30% growth in marketable universe for proactive credit limit increase offers by managing strategy and overseeing execution of Ability to Pay marketing campaigns aimed at collecting customers' income.
- *Recipient of Quality Excellence Award for delivering outstanding business results.*

Marketing Program Manager, VP - Global Consumer Bank 2013 – 2017

Delivered cross-channel marketing programs aimed at increasing cardmembers' purchasing power across proprietary and co-branded Consumer Cards portfolio while leading program transformation initiatives resulting in exponential growth in customer eligibility and increase in annual revenue from \$40MM to \$200MM in 4 years.

- Drove 500% improvement in business results by leading 10+ cross-functional teams through strategy, development and execution of marketing campaigns aimed at increasing credit limit for 35MM credit card customers.
- Contributed to six-fold increase in eligible universe by managing program migration from bi-monthly execution to trigger-based marketing driving substantial improvements across all KPIs.
- Integrated new card products, launched new channels, improved frequency of marketing communications, led A/B testing, and revamped creatives across all channels leading to double digit growth in response and conversion rates.
- Identified and implemented strategic cost reduction initiatives contributing to 20% expense savings per year.
- *Recipient of Quality Excellence Award for process improvements; promoted to lead Business Cards program in 2017.*

Loan Portfolio Finance Manager, AVP - Institutional Clients Group 2010 – 2013

- Provided analytics contributing to 30% growth of \$300B corporate lending business; produced income statement, balance sheet, and Basel III RWA reports, and presented comprehensive analysis to business CFO.

Credit Suisse

Prime Brokerage Services Team Lead, Sr. Analyst - Investment Bank 2008 – 2010

- Developed and strengthened business relationships with hedge funds and other institutional clients driving industry recognition resulting in 400% expansion of client base and delivering \$600MM in annual revenue.

Deutsche Bank

Trust and Securities Services Consultant, Intern - Corporate and Investment Bank 2006 – 2008

- Managed reporting, forecasting, planning and analysis for a business with over \$500MM in revenue, and automated reporting models resulting in improved accuracy and 50% reduction in time needed to prepare reports.

EDUCATION

Pace University, Lubin School of Business:

Bachelor of Business Administration (*magna cum laude*); Major: Finance; Minor: Economics

2004 - 2008