

Katie Pastellides

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Marketing Professional

Brand Management / Strategic Planning / ROI Optimization / Digital Marketing

Results-driven, market focused professional, experienced in managing US and global brands. Skilled in applying strong analytical skills to determine customer needs, and market trends to craft strategies that accelerate sales. Recognized for outstanding communication, presentation and interpersonal skills, rapidly forming productive business relationships. Excel at transforming at risk accounts, rebuilding client confidence and reestablishing customer loyalty. Proactive and collaborative team player, fostering close internal and external partnerships. Possess exemplary project management skills and ability to steer multiple projects from initiation through to completion. Acknowledged for astute team leadership, building, training and motivating teams to deliver consistently high levels of performance. Able to implement strategies, driving key account revenue growth and new business development.

CORE COMPETENCES

- Brand Management
- Marketing Strategy
- Key Account Management
- Customer Acquisition/Retention
- Competitor Analysis
- Digital Marketing
- Cross-Functional Collaboration
- Team Leadership
- ROI Optimization
- Campaign Management
- Budget Management
- Creative Brief Development

PROFESSIONAL EXPERIENCE

WILLIAMS LEA TAG, New York, NY

Jan 2017 – Present

Onsite Account Manager – Alcon, Ft. Worth, TX

Deliver astute management, of Alcon Surgical and Global brands, steering all aspects of the marketing process and account portfolio management. Drive business development and portfolio growth, through establishing and sustaining strong client relationships. Accountable for financial performance of projects against budget.

- Cultivate positive and productive relationships with clients, maintaining up-to-date understanding of business objectives, market trends and competitors to define account strategies deepen relationship.
- Efficiently steer briefs through the entire life cycle, including formulating and present recommendations, managing/tracking budgets and timelines and producing regular progress reports.
- Assist creative and brand teams on creating solutions for current brands strategies and goals.
- Assist brand teams in developing new product positioning and messaging that differentiates surgical products within the Alcon portfolio as well as competitors
- Work with brand team and R&D to translate technical details of surgery and equipment to marketable materials
- Work with brand team and creative team to create and maintain tactical materials based on feedback from regional markets
- Assist brand team with getting feedback on marketable materials from the salesforce and relaying the message to the creative team on how to improve the material for optimal ROI.
- Work with legal and brand team to get tactical products to market, making sure it meets all regulatory standards
- Assist brand team on new product launches. Work with R&D, legal and brand teams on new campaign messaging, branding and naming.
- Check all creative teams work to make sure it abides by brands guidelines, is to brands expectations and all messaging is correct
- Conduct in-depth investigation and analysis to identify, troubleshoot and resolve technological bottlenecks affecting workflow and asset management systems.

DEX MEDIA, Grapevine, TX
Senior SEM Account Manager (Sept 2015 – Dec 2016)
SEM Account Manager (Aug 2014 – Sept 2015)
EDN Analyst - Contractor (Jun 2014 – Aug 2014)

Jun 2014 – Dec 2016

Initially contracted to build and optimize PPC accounts in Google, Yahoo/Bing and Superpages. Offered FT position and rapidly gained promotion to senior position taking on the challenge of managing client accounts, strengthen client relationships, and delivering results that consistently surpassed targets.

- Acquired new clients, researching and assessing needs and marketing goals to formulate effective strategies.
- Successfully applied strategies and methodologies to maintain baseline of per client PPC monthly spend of \$6,000 - \$18,000.
- Transformed escalated PPC accounts, enhancing ROI by up to 40% and achieving an 85% success rate in retaining at risk clients.
- Effectively set up accounts, skillfully developing and optimizing PPC and maximize ROI/CPC.
- Optimized landing pages for internal web teams and external client sites.
- Applied digital marketing talents to manage clients' digital products including SEO, Facebook Ads, and digital banners.
- Proactively participated in monthly reviews with clients to evaluate digital marketing strategy and ROI, and liaised with SEO and web teams on requested changes.
- Supported onboarding of new employees by assisting with the development and delivery of training, along with educating team members on digital marketing.
- Mentored and coached underperforming team members and those requiring assistance.

CENTURY 21 JUDGE FITE, Rockwall, TX
Marketing Assistant

Dec 2013 – Aug 2014

- Efficiently updated company blog and website ensuring content aligned with marketing/messaging objectives and brand.
- Supported the development, planning and implementation of email marketing drip campaigns including collating and analyzing data to support monitoring/evaluation.
- Managed social media content, such as posting and scheduling updates on Facebook.
- Maintained and managed inventory of marketing items.
- Assisted with special events such as award banquets.

EDUCATION & PROFESSIONAL TRAINING

UNIVERSITY OF TEXAS AT DALLAS, Richardson, TX
Bachelor of Arts, Emerging Media & Communications (EMAC), 2012

Google AdWords
Google Analytics
Bing Ads

TECHNICAL SKILLS

Microsoft Word, Excel; PowerPoint
Google AdWords, Google Analytics, Bing Ad, Facebook Ads, Kenshop, Salesforce
PPC Bid Management, SEM, Adobe Acrobat, WordPress, Landing Page Optimization