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### **Experience**

**Mitchell Web Marketing** ◇ Aurora, OH ◇ Account Manager ◇ 5/06 - Present

Local web marketing agency with direct e-marketing and custom application development expertise.

- ◇ Secured more than \$450K (25% of annual company target) in new revenue in first eight months
- ◇ Adeptly manage multiple major projects for agency's largest client
- ◇ Directing endeavor to launch a new product niche
  - ◆ Includes activities such as presentations to prospective clients, market analysis, marketing material development and intellectual property protection
- ◇ Successfully lobby clients to invest in the upgrading of existing web products
- ◇ Coordinate and attend company sponsored trade shows

**Major Bank** ◇ Cincinnati, OH ◇ Officer ◇ 3/03 - 4/06

One of the largest financial holding companies in the United States with more than \$95 billion in assets.

#### *Small Business Marketing*

- ◇ Executed a monthly direct response campaign obtaining a 25% response rate and a 5.25% conversion rate
  - ◆ Continues to generate \$200 million in new business each year
  - ◆ Conceived and facilitated development of a web-based application to collect, distribute, and analyze 5,500 monthly sales leads delivered to 900 sales officers
    - ◇ Application has since become one of six core CRM tools and is used across entire company
  - ◆ Reduced monthly program costs 34% by scrutinizing vendors and obtaining new cost efficiencies
    - ◇ Extended \$1 million program from planned six-months to one year as a result of these savings
  - ◆ Conceived of and aided in developing a monthly small business economic confidence index that is carried in the *Chicago Tribune*, *Crain's Detroit*, *Cincinnati Inquirer*, *Yahoo!* and others
  - ◆ Composed quarterly white paper for use in marketing to program responders
  - ◆ Conducted in-person training sessions for new sales officers using a training tool created by me
  - ◆ Awarded the 2006 Major Bank Excel Award, the company's highest honor
  - ◆ Received the 2005 Marketing Big Deal Award for the *Most Successful Campaign*
- ◇ Designed and implemented a web-based system to track and report sales officer deliveries for a dimensional direct marketing program with a 10% conversion rate
- ◇ Developed small business marketing materials across several lines of business in conjunction with both the internal and external agencies
- ◇ Coordinated and attended Major Bank sponsored trade shows
- ◇ Assisted in managing content and updating the Major Bank Small Business website ([www.majorbank.com](http://www.majorbank.com))
- ◇ Performed promotional e-mail campaigns targeted at small business prospects and customers

#### *Retail Communications*

- ◇ Drove conversion to a new intranet portal by auditing, repurposing, and populating more than 135 WebPages of content for use by over 15,000 employees
  - ◆ Executed multi-faceted communication plan to introduce new portal to the Retail Bank
  - ◆ Developed training tool and conducted training sessions for new users via webcast
- ◇ Implemented system to track the readership of internal e-newsletter in order to gauge the effectiveness of different content areas
- ◇ Spearheaded the introductions of major initiatives affecting the Retail Bank employees
- ◇ Conducted first effectiveness survey (30% response rate) garnering valuable feedback to guide the ongoing evolution of small business communications
- ◇ Served as webmaster for Credit Services intranet portal
- ◇ Aided in development of presentations for executives presenting at various internal and external conferences
- ◇ Cultivated excellent working relationships with numerous impacted people across the company

**Smith Advertising** ◇ Cleveland, OH ◇ Account Executive ◇ 6/01 - 3/03

The world's greatest advertising agency with prestigious clients such as Blah Blah, Harris Mattress, and IBM.

**ABC Store**

- ◇ Directed marketing efforts for 24 Blah Blah Store co-ops
- ◇ Analyzed and made recommendations for media purchases and creative selection
- ◇ Managed co-op cash flows
- ◇ Worked directly with the franchise owners to coordinate the timing and delivery of merchandising materials and local radio to promote over 5,000 locations
- ◇ Developed several templates and forms to streamline information and reporting for the client
- ◇ Provided on-going support for the nationwide roll-out of Blah Blah identity and name change following the purchase of Yo Yo, Fun Fun and Yuck Yuck by ABC subsidiary.
- ◇ Coordinated the media and production billing for all 250 ABC Store co-ops

**Big Burgers**

- ◇ Actively participated in the nationwide introduction of Big Burgers new salads including collateral design, photo shoots, and copywriting

**Education**

**Miami University** ◇ Oxford, OH

BSBA/Marketing 5/01

GPA in Major: 3.9/4.0 Cumulative GPA: 3.8/4.0

◇ **Laws, Hall & Associates (2001)**

The only undergraduate program in the U.S. that combines three disciplines to develop a marketing campaign for a paying client.

- ◆ Selected from a pool of applicants as one of four Account Executives to lead and coordinate the efforts of 17 students from Marketing, Communications and Graphic Design to develop a new promotional campaign for The Federal Youth Commission Department.
- ◆ Managed all phases of the campaign including market analysis, campaign strategy, budget and expense planning, creative development including production of television commercials, artwork and layouts for print media and final presentation to the client
- ◆ Presented final proposal to client
- ◇ Honored as “an outstanding student who has achieved academic excellence” at annual Honors Day Reception
- ◇ Interned at Gospel Music Publishing on Music Row in Nashville, TN
- ◇ Co-hosted a call-in talk show on WMSR College Radio
  - ◆ Wrote, performed, and sold advertising spots used on the station

**Affiliations, Community, Personal**

- ◇ Young Leaders of Cleveland 7/04-present
- ◇ AAF/Cleveland, board member 7/03-07/05
- ◇ Campaign Treasurer for Strongsville Mayoral Candidate
- ◇ Appointed by Strongsville City Council to the Community Relations Commission
- ◇ Read Australian fiction, gourmet Thai/Vietnamese cook, kayaking, crossword puzzles
- ◇ Play piano, flute and banjo and have written more than 100 songs