

ELICE A. WEBSTER

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Product Marketing & Management Professional

Emphasis in Associations / Non-Profit Organizations / B2B / B2C

Product strategist, innovator and implementation leader with successful career listening to customers, building product roadmaps and executing marketing plans that deliver revenue growth. Exceeded budgeted revenue by 20% for 15 practice related member services by directing vendor contracts and managing marketing efforts. Earned MBA from Northwestern Kellogg School of Management.

AREAS OF EXPERTISE

Product Marketing • Direct Marketing • Data Analysis • Market Research • Project Management
Vendor Management • Cross-Functional & Matrix Teams • Data-Driven Decision-Making
Online Marketing • Idea Generation • Budget Development & Management

PROFESSIONAL EXPERIENCE

Professional Association, Skokie, IL • 2010 – 2013

Largest non-profit, professional association for therapists with more than 56,000 members

Manager, Market Research & Development

Structured, implemented, analyzed and reported results of over 15 quantitative and qualitative market research projects annually. Managed vendor contracts and marketing efforts of 15 practice related services for members. Developed major new member services.

- Generated 25% of annual non-dues revenue by improving member services offerings.
- Exceeded budgeted member service revenue by 20%.
- Led team to develop new professional training publication. Implemented consistent voice, met deadlines, and won EXCEL award for best association publication launched in 2011.
- Attained more than 300 initial registrations for new series of 6 practice management educational webinars.

Publishing Company, Chicago, IL • 2005 – 2010

Market-leading global publisher of information, software and services

Product Manager, Subscriptions

Managed \$14M portfolio of online research products including everything from product development to go-to-market strategy. Directed market research efforts and executed analyses. Spearheaded agenda and lead customer advisory board meetings.

- Saved company \$4M in annual costs by moving software application from external third party platform to internal platform.
- Increased growth of new sales by 10% by teaming with editorial group and expanding financial advisory products.
- Tripled budgeted annual revenue in first 5 months of new product release.
- Moved 400 customers to latest generation of online research platform, retaining \$400K in annual subscription revenue.
- Directed email campaign with 17% response rate and 25% conversion rate for new product.

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PROFESSIONAL EXPERIENCE, *continued***E.B. White & Associates, Evanston, IL • 2000 – 2005**

Independent consulting and project management

Founder & Executive Marketing Consultant

Attained and conducted array of business development and marketing projects for a variety of non-profit organizations and businesses including:

- *Elder Care Homes*: Added relationships with 50 organizations that serve older adults and refer them to this retirement community for residential or rehabilitation services.
- *Fourth Presbyterian Church*: Attained \$33K in corporate and foundation grants for tutoring program.
- *SHC Direct*: Added customer relationships worth \$500K in revenue for this marketing agency.
- *Financial Card Services*: Conducted competitive analyses of credit card reward programs facilitating value comparison across competing programs.

Doctor Association, Chicago, IL • 1998 – 2000

Largest medical association in America

Product Manager, Financial Services

Developed, managed and marketed financial services products to physicians.

- Grew annual revenue by 20% through integrated marketing campaigns.
- Attained \$500K in revenue through contract with major regional bank to market personal lines of credit.
- Improved direct marketing response rate by 25% through directing strategy, content and targeting criteria of campaign.

PREVIOUS RELEVANT EXPERIENCE

As **National Biotech Service Manager** for **Healthcare Corporation, Deerfield, IL**, rationalized service requirements and improved response to customer communications, increasing account retention from 80% to 90%.

As **Senior Manager, Marketing Development** at **Financial Card Services, Inc., Northbrook, IL**, launched Card Cashback Bonus and streamlined cardmember fulfillment procedures, cutting processing and account activation time by 50%.

EDUCATION & SKILLS

- Kellogg Graduate School of Management, Northwestern University, Evanston, IL — Master of Management, Marketing and Finance.
- University of Maryland, College Park, MD — Bachelor of Arts, Economics
- Computer skills:
 - > Microsoft Word
 - > Microsoft Excel
 - > Microsoft PowerPoint
 - > Microsoft Outlook
 - > SNAP Online Survey Software

AFFILIATIONS

- Team lead for update of church website
- President of condominium board
- Member of Chicago Association of Direct Marketing (CADM)