

**MARGARET H. MATTOON (*mmattoon@clearwire.net*)**

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**MARKETING, PUBLIC RELATIONS & CORPORATE COMMUNICATIONS**

**QUALIFICATIONS**

- Conceives, develops, and administers the organization's advertising strategy including promotional designs, new product launches and other product campaigns.
- Collaborates with internal/external organizations to develop service brochures, data sheets, ad copy, case studies, training, service or product presentations, conference booth signage and Web site content.
- Develops/implements strategy/deliverables for press releases, seminars, media relations, and electronic/print mailing campaigns.
- Integrates on/offline delivery of brand value propositions to all customer touch points to build sales.
- Organizes/manages promotional customer relationship programs between its external sales representatives and customers, and the advertising media.
- Develops print mail and Web marketing strategy in collaboration with the product management team.
- Develops/maintains metrics for tracking results of marketing communications programs.
- Manages trade shows and develops booth activity/signage/collateral to support sales leads, customer relationship management database, cross-sell, up-sell and sales follow up opportunities.

**MARKETING AND PUBLIC RELATIONS FREELANCER, 2005 – Present**

- Develops direct/online marketing plans; strategic marketing communications plans; collateral development, press releases and design.
- Provides marketing communications consulting to a variety of industries such as truck manufacturing and chemical manufacturing companies.
- Experience in high end women's apparel as a sales associate (inventory management, floor/window display).
- Knowledge as a human resources generalist (recruiting, pre-screening, administering employee programs)

## **SYNGENTA CROP PROTECTION, Marketing Communications Manager, 1998-2005**

- Developed and executed strategic plans to include branding strategy, advertising (radio, TV, print, Internet), public/ media relations, corporate communications, Web marketing, product launches, customer relationship management, collateral development, trade show/event management, budget management (\$8M +) and agency management.
- Introduced media/PR conferences to establish company as the leading expert in the industry and “go to company” for editors to seek information, resulting in news stories and increased awareness of company and products/services.
- Introduced customer event strategies that increased bottom line and were adopted by other communications managers based on success and sales team buy-in.
- Served as a strategic communications partner on campaign teams with senior management, brand/product managers, market research managers, supply chain and customer relationship managers.
- Delivered direct mail campaigns with results of 18% + reply back and up to 9% click-through rate online.
- Produced a number of award-winning advertisements, direct mail and public relations campaigns. For example, one ad in particular increased product’s forecast over 20%.
- Managed all trade shows for my brands/region including all tactics; choosing space, travel, events at show, negotiation of space and equipment, budgeting, design, theme, press relations, sales materials, and establish sales leads.

## **TRONE PUBLIC RELATIONS, Account Supervisor, 1995 - 1998**

- Created and presented strategic PR plans to national clients to include all aspects of PR, such as, news releases, media tours/campaigns, media training, writing, video production/editing, crisis communications, trade shows, electronic news releases, press conferences.
- Developed press releases, articles, video news releases, Websites and pitched information to radio, TV and print media on both local and national levels resulting in millions of impressions.
- Managed a team of 5 account executives for national clients – Novartis Crop Protection, Canandaigua Wine, Smithfield Foods, Peds, LADD Furniture, American Drew Furniture, Jefferson-Pilot Financial, Halstead Industries, and University North Carolina-Greensboro, Hebrew Academy.

## **EDUCATION**

Bachelor of Science - Communications, Television, Radio, Speech  
Western Carolina University, Cullowhee, NC  
Proficient in Outlook, Power Point, Excel, Word