

# SUZETTE M. PHILLIPS

---

Phillips\_Suzette@yahoo.com 336.408.3533

## SUMMARY

Over 20 years of experience in Marketing:

- Marketing Communications
- eMarketing, Social Marketing
- Web Content Management
- Strategic Planning
- New Product Development of Software and “Apps”
- Product Management, Brand Management

## PROFESSIONAL EXPERIENCE

*Independent Marketing Consultant, Greensboro, NC*

**2007- Present**

Projects have ranged from developing presentations, Industry publication submissions, Executive and Sales Team speaker notes; Sales Training, Public Relations, Promotional Packages, Sponsorships, Business Plans, Marketing and Crisis Communications plans and Website content management

- Most recent focus is management of Digital Media including Web 2.0, Facebook, Twitter, YouTube, LinkedIN, Blogs, Mobile Marketing, and Google Analytics
- Completed 60+ hours of Continuing Education courses and seminars in these areas
- Generating ideas of best marketing messages for a client to achieve awareness, sales goals and 33% growth in 4th Quarter
- Enhanced a communications strategy that led to a 10% increase in web hits in 3 months over the previous 3 months

**GVC Winstar , Detroit, MI**

(A facilities-based telephone carrier that operated in 18 markets in the USA)

*Director-Global Business Services and Account Executive, Marnoe Division*

**2005- 2007**

Handled all media inquiries for Marnoe Company, including press releases resulting in 20% increase in familiarity in local market; Gained further leverage in the B to B local community by managing to get our CEO on a local business advisory council and TechBirmingham; Managed the grand opening of our headquarters location, including media coverage

- Developed and designed all marketing communication tools and PR for Marnoe Company, some working with an agency. By doing certain aspects of the website, brochures, corporate identity and taglines in house, saving over 40% of our allocated budget
- Strategically grew business, resulting in fifty new Voice over Internet Protocol (VoIP) customers in the first year of business, increasing revenue from \$120K to \$1.5M in 2 years
- Implemented sales/marketing plan using projected growth modeling resulting in Marnoe Company being sold for \$100M in 2 years, a ten-fold increase over the initial investment of \$100K

**Trillion Digital Communications , Bessemer, AL**

(A provider of networking components, primarily to the telecom industry)

*Director of Strategic Development and Marketing*

**2003- 2005**

Built long-term strategy and direction involving high tech telecom equipment provider, specifically telephone switches; Created sales presentations, speaker notes, PR/media plan and online demos

for use by CEO and sales team resulting in achieving our aggressive sales goals of 400% growth each year

- Ascertained competitive landscape and performed a gap analysis, providing economies of scale with our suppliers and customer increasing efficiencies by over 35% in 14 months
- Defined customer base by telecommunication needs, providing a working system for Account Executives to increase revenue three-fold in our first year of operation
- Responsible for appraisals as well as developing sales and administrative staff
- Designed a list of key business imperatives to grow revenue substantially and quickly, preparing for acquisition in 3 years; subsequently acquired in 2 years

## **South Central Community Services , Chicago, IL**

*Administrative File Clerk*

**2002- 2003**

## **Lucent Technologies , Naperville, IL**

(A Fortune 50 global communications provider of telecom services and equipment)

*Product Marketing and Product Management*

**1996- 2001**

Business Development Manager (2000-2001)

- Marketed various business lines for the newly formed, Open Networks Group, which allowed for open source programming vs. proprietary switch-specific
- Developed and communicated business strategies to achieve sales objectives
- Attained business goals by sharing team quota with sales force, 200-300% with new product line

Market Product Manager (1999-2000)

- Spearheaded new product introduction of prepaid smart cards in global markets
- Created market-facing initiatives, which focused on product demos, pricing, bid input and promotional materials, resulting in increased revenue of \$4M
- Utilized Third-party software (now known as “apps”) for new product introduction, brought it to market quicker and realized savings of \$2.5M

International Product Manager (1998-1999)

- Managed software feature development \$6M P&L and life cycle for operator services product
- Performed the role of “Chief Advocate” for this group’s strategy outside of North America
- Advocated with System Engineers for specifications, software release dates, BETA testing and versions

Marketing Communications Manager (1996-1998)

- Presented the operator services offer to potential clients, existing base (User’s Group) and sales teams
- Made presentations at conferences and wrote speaker notes and presentations for executives
- Created marketing material and Bell Labs technical documentation as well as User’s Manuals

## **EDUCATION**

MBA in Marketing and Strategic Management

1995

**University of Chicago Booth School of Business**

B.S. in Business Administration, Major: Marketing

1988

**University of Illinois at Urbana**