

Heidi Bontempo

Marketing Director

414.202.2133



heidi.bontempo@gmail.com



South Milwaukee, WI



PROFESSIONAL PROFILE

A true marketing professional who has excelled in several environments including Finance, Distribution, Cable Management, Telecommunications, Community Development and Food Service. Oversee the development and implementation of support materials, services, and event planning. Direct the efforts of the marketing communications, public relations/copywriting, event coordination, social media, email marketing and web development. Coordinate at the strategic and tactical levels with the other functions of the organization.

SKILLS

Marketing Communications

Attention to Detail

Budgeting

Team Leadership

Project Planning

Graphic Design

Social Media Content

Marketing Automation

Creativity

EXPERIENCE

EVENT AND DISTRIBUTOR MARKETING MANAGER

HellermannTyton (2016 - present)

- Project manage the creation and execution of event booth design, construction, and delivery to show site
- Oversee vendor risk management, thoroughly communicate with stakeholders and provide solutions for any unforeseen project mishaps
- Provide direction to event staff on expectations and responsibilities to maximize customer engagement
- Analyze the event metrics to determine overall effectiveness on sales volume
- Plan and deliver distributor promotional programs to drive brand focus and achieve incremental sales growth
- Customize marketing programs for top performing partners to increase growth potential by leveraging marketing tools for digital, merchandising, and face-to-face initiatives

AVP of MARKETING

Guardian Credit Union (2012 –2016)

Responsible for planning, directing and managing of GCU's Marketing Communications department, which includes: creating strategic marketing and public relations initiatives, developing creative vision for digital and print media to correspond with the credit union's events and promotions, and establishing marketing communications programs to promote products and services to meet member needs that support the credit union's goals in accordance with the GCU's strategic plan

- Developed a unique member rewards program that has increased loyalty and growth of checking accounts. Program encourages members to build personal savings and to easily donate to partnered local charities.
- Partnered with local 5 colleges and universities to help increase both enrollment and number of credit union members. Program gives students a discounted tuition option with proof of membership.
- Designed and launched to credit card program in collaboration with selected executive team members.
- Manage & coach direct reports and vendor relations, ensuring high quality marketing communications that reflect Guardian's brand and point-of-difference.
- Execute results-oriented campaigns, events, marketing and advertising in order to create demand and drive traffic online, by phone, and to branches.
- Project led rebranding initiatives which included new logo implementation, website redesign, and branch remodel.

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION

Cardinal Stritch University
2013-2015

BACHELOR OF SCIENCE
Marketing
Lakeland College
2004

CERTIFICATE
Project Management
UWM
2017

Graphic Design
MIAD
2006

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TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

CMS

HTML

Wordpress

Video Editing

AWARDS

Marketing Association of Credit Unions Award

Best Marketing Segmentation

2016

CUNA Diamond Award

Best Plastic Card Access Design

2015

CUNA Diamond Award

Category's Best - Community / Public Relations One Time Event

2015

Dora Maxwell Social Responsibility

Community Service Award

2013

EXPERIENCE continued

Marketing Communications Manager

Milwaukee Stove and Furnace Supply Co. (2011-2012)

- Responsible for planning, development and implementation of all of the company's marketing communications strategies including direct mail campaigns, catalog creation, billboard advertising, online marketing campaigns, promotional brochures, sales literature, new product launches, press releases and advertising materials
- Demonstrated ability to produce effective advertising, marketing and public relations campaigns for both independent dealers as well as brand marketing initiatives that exceeded company sales goals
- Oversee all marketing & advertising project work flow for entire marketing staff as well as outside vendors
- Planned, organized, and executed industry tradeshow with more than 175 exhibitors and 800 attendees
- Spearheaded the creation of the company's social media marketing
- Responsible for marketing budget and dealer co-marketing approval and distribution of advertising funds

Marketing Communications Specialist

HellermannTyton (2007 – 2011)

- Designer of various marketing material for print, web, and email marketing
- Project managed the development and creation of product catalogs for various markets
- Responsible in ensuring corporate brand is effectively and appropriately communicated in all materials
- Developer of communications for product launches and training materials utilizing multiple media outlets
- Creator of marketing programs to drive sales through the distribution channels as well as formulate promotions for key products
- Special event coordination and client relations at appropriate venues
Plan, promote and organize logistics and timetables for events, trainings and webinars

Marketing Coordinator

Kerry Americas (2005 – 2007)

- Corporate event planner for national conferences/meetings and events
- Created multiple advertisements, brochures, and newsletters for internal and external communications
- Responsible for purchasing printed media, managing graphic files and archives, and maintaining collateral inventory
- Tracked and managed budget allocation for entire marketing department that was divided into 3 different product segments, each responsible for multiple brands