

# MARIA RODRIGUEZ

Jacksonville, FL 32082 | [www.shepherddesigngroup.com](http://www.shepherddesigngroup.com)

[mgr1853@gmail.com](mailto:mgr1853@gmail.com)

904.654.0140

[www.linkedin.com/in/mariagrodriguez](http://www.linkedin.com/in/mariagrodriguez)

## CREATIVE MARKETING STRATEGIST

**Forecasting client needs and creating actionable marketing plans with breakthrough results.**

Unique ability to take insights, align business objectives and formulate compelling concepts that increase brand awareness, strengthen client loyalty and drive business growth. **Global marketing expertise** across Healthcare, Health Insurance, Mortgage, Banking and Finance, Banking Technology, Contingent Workforce Solutions and Professional Recruiting.

Dynamic leader with the judgment and savvy to create an environment that fosters collaboration and teamwork. Consistently lead teams that put ideas into actions that yield breakthrough results. Deliver full range of integrated marketing capabilities including:

**Corporate Communications | Strategic Planning | Event Management | Advertising | Web Social Media | Agency Management | Public Relations | Brand Management | Innovation Digital Marketing | Direct Marketing | Print Production | Graphic Design | Media Planning**

## PROFESSIONAL EXPERIENCE

**Florida Blue**, Jacksonville, FL

2013-2016

### **Sr. Manager, Experiential Marketing Lead**

Led and directed the Experiential Marketing Strategy and marketing communications for all GuideWell Mutual Holding companies: Florida Blue, GuideWell Connect, GuideWell Health (GuideWell Emergency Doctors and CliniSanitas) and GuideWell Innovation. Developed individualized event marketing plans and negotiated sports sponsorships for the Florida Blue Market Presidents. Managed a team of 4 direct reports, 3 remote, as well as multiple ad agencies, vendors, contractors and event planners.

- Managed direct reports, vendors and ambassadors to execute over 100 sports, lifestyle, grassroots and community events exceeding client goals for leads, impressions and sales.
- Optimized a \$9MM budget by negotiating previous year's major sports, lifestyle, grassroots and community events' sponsorships.
- Created integrated partner activation, event management and execution of all major sports sponsorships (Jaguars, Miami Heat, Orlando Magic, Tampa Bay Lightning, Pensacola Wahoos, and Jacksonville Suns) building customer commitment and loyalty achieving measurable impact in brand awareness and positive results in all KPIs.
- Directed marketing communications, consumer/business sales support and public relations both in English and Spanish achieving 100% brand consistency in target markets.
- Increased number of cross promotions by 30% annually by collaborating with leadership across all Florida Blue's sister companies.

**FIS Global**, Jacksonville, FL

2011-2013

### **Marketing Director and Consultant**

Developed and directed sales support and marketing materials and promotional campaigns that demonstrated product value, functionality, programs, company background and effective sales methodologies created for B2B and B2C.

- Provided strategic direction for creative design solutions for Adoption Marketing (B2C) programs.
- Implemented plans and strategies to launch new and existing FIS solutions through the MakeMarketing self-help E-commerce web tool for FIS banking clients.

**FIS Global, continued**

- Wrote and designed the 52 page MakeMarketing User Guide and 38 page MakeMarketing Admin Guide.
- Evaluated and developed the portfolio of marketing tools in both print and web platforms for national and global marketing campaigns utilized by FIS banking clients.
- Created concept and design of the Amazon Sweepstakes digital marketing eCommerce campaign, 1<sup>st</sup> consumer promotion, on behalf of NYCE Payments Network.
- Amazon Sweepstakes campaign results exceeded participation estimates and had paid for itself before sweepstakes period ended.
- Produced numerous digital marketing and E-mail campaigns in a timely manner, that came under or on budget and also exceeded targeted objectives.

**Adecco Group, NA., Jacksonville, FL**

2007-2011

**Director of Marketing**

Established consistent and overarching brand marketing strategy across all client touch points in the U.S., Europe and Asia. Managed agency relationships and a team of 4. Managed multi-million dollar budgets, delivering programs with high ROI. Directed functional areas of brand, marketing services, creative services, promotion, advertising and media.

- Developed annual strategic marketing plans, driving brand awareness, sales and support of 3 global divisions of Adecco Group, NA: Beeline (5 divisions: Contingent Workforce Solutions, Talent Management, RPO, Learning Solutions and Beeline International), Adecco RPO and Adecco MSP.
- Lead global marketing and communication strategy to support business development and create new revenue opportunities for a \$100MM brand with a \$3MM budget.
- Responsible for brand messaging, customer and client communications and content delivery for key worldwide events and product launches.
- Planned PR and Media strategy for all communications regarding Beeline's technology, Vendor Management System (VMS), achieving positive client response and market share growth.
- Established and deployed first branded communication standards throughout all sales channels and client touch points leading to consistent execution and customer voice across markets.

**Everbank – Marketing Manager**

2004-2007

Positioned the company for investment capital and top-line revenue growth by managing brand standards, messaging and communications of the 4 B2B Lending Divisions: Wholesale Lending; Correspondent Lending; Commercial Real Estate Lending; Capital Markets.

- Prepared proposals, budget reports and implementation schedules to support channel marketing and product positioning strategies.
- Managed the creative development and content of all printed and electronic media for each channel: Wholesale Lending; Correspondent Lending; Commercial Real Estate Lending; Capital Markets
- Supported all new product and distribution expansion strategies through collateral, web and public relations communications.
- Measured, monitored and analyzed ROI of marketing campaigns.
- Managed a direct report, namely, the Wholesale Marketing Specialist.

**MortgageFlex Systems (MFS) – Vice President of Marketing**

2001 to 2004

Directed marketing communications and development of marketing materials and promotional campaigns that demonstrated product value, functionality, programs/pricing, company background and effective sales methodologies for clients.

**MortgageFlex Systems, continued**

- Identified, developed and executed marketing communications and promotional strategies for new and existing (MFS) programs to drive awareness and build interest in a highly competitive market.
- Implemented communications and integrated marketing strategies, both print and digital, that collaborated with sales team's business objectives and sales goals.
- Worked with vendor-partners to develop and design co-branded marketing collateral, promotions, advertising and press releases.
- Led and directed day-to-day work efforts and development of marketing and advertising initiatives.
- Managed and coordinated industry and technology trade shows and planned annual User Conference.

**TECHNICAL SKILLS**

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver; QuarkXPress, WordPress, Microsoft Word, Microsoft Excel, Microsoft PowerPoint

**Foreign Language:** Native fluency in Spanish and English

**Database/CRM Platforms:** Salesforce, SQL Server, and Bullhorn

**EDUCATION**

**Bachelor of Arts (BA),** Graphic Design, THE FLORIDA STATE UNIVERSITY, Tallahassee, FL