

Career Summary

Trusted and effective Sr. Marketing Leader with 20+ years of strong design experience, campaign management and brand development experience. Extensive experience in advertising, campaign strategy, retail, e-commerce, social media engagement and new product development. Demonstrated history of implementing effective processes, understanding market trends and innovative solutions, agency relationship management and efficient strategy execution.

Grafton, WI 53024
nreichwald@wi.rr.com
nicolereichwald.com

Education

- 05/2007 ● Benedictine University in Lisle, Illinois
 - M.B.A. with concentration in Marketing G.P.A. - 3.88
- 12/2002 ● Concordia University in Mequon, Wisconsin
 - B.A., Graphic Design. Attended Milwaukee Institute of Art and Design as part of a cooperative program through Concordia University

Software/Platform Familiarity

Illustrator	Dreamweaver	Salesforce.com	Siebel
Photoshop	Google	SFMC	Lyris
InDesign	Microsoft Office	OnContact	BlueHornet

Experience

- 2015-2021 ● Business Development. Delta Defense, LLC in West Bend, Wisconsin.
 - Managed \$2M Media Buy spend, resulting in 600K+ leads annually.
 - Redefined lead generation efforts, resulting in 242.8% growth in memberships.
 - Grew social media engagement 237.3% and following 336.2% year-over-year.
- 2010-2015 ● Marketing Manager. Allen Edmonds Corp. in Port Washington, Wisconsin.
 - Evolved company from wholesale focus to an multi-channel organization, with a continued commitment of wholesale channel (Nordstrom), retail and eComm. Retail channel revenue growth of \$60M+ (added 30 retail store locations) and eComm growth of \$32M+ annually.
 - Provide creative direction of internal and external projects, with a strong focus on brand development, strategic processes and collaboration with Sr. Management.
 - Manage all aspects of media design and utilization, including content development, promotional strategies, budgetary considerations, and deadline adherence across all channels, including print, web, and interactive media. Streamline processes lead to deeper and stronger collaboration with partners and clients.
- 2006-2010 ● Sr. Segment Account Owner/Account Exec. Frantz Group in Grafton, Wisconsin.
 - Managed day-to day activities of internal/external teams that provide operational support for clients including; IBM, IBM Premier Business Partners, Panasonic, Infor and JPMorgan Chase.
 - Directed multiple marketing campaigns with employee teams inclusive of 1 to 15 employees per campaign.
 - Exceeded 2007 personal revenue goal by 85% as well as surpassed 2008 increased personal revenue goal by 24% (130% increase from 2007 to 2008).
- 2004-2006 ● Designer. Aurora Health Care in Milwaukee, Wisconsin.
 - Designed creative communication materials that not only meet but exceed client needs, on time and within budget.
 - Maintained a project hour average of 95-100%.
- 2002-2004 ● Designer. DanceArt fx in Grafton, Wisconsin.
 - Reported directly to the Owner/Creative Director and maintained website, created custom client designs in Photoshop and Illustrator.

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