

Jennifer M. Tremblay
P.O. Box 38143
Charlotte, NC 28278

704-588-8300
TremblayJennifer@gmail.com
www.jennifertremblay.net

SUMMARY OF QUALIFICATIONS

Innovative senior-level marketing and communications professional with more than twenty years experience in corporate, consulting and agency capacities for domestic and international organizations. Demonstrated track record of accomplishment in strategically identifying opportunity, managing creative processes, reducing costs and building infrastructure. Proven leadership with developing teams and managing people.

CORE COMPETENCIES

Problem Solving	Negotiation	Strategic Planning
Communication	Leadership	Project Management
Innovative Thinking	Big Picture Vision	Team Player

PROFESSIONAL EXPERIENCE

MBA: Entrepreneurial Thinking and Innovative Practices **10/2005 - 05/2008**
Completed MBA Coursework

Atlas Copco Compressors LLC, Rock Hill, SC **12/2005 – 10/2007**
Director, Marketing Communications

A global leader in the manufacturing and distribution of compressors and generators, Atlas Copco North America's has annual revenues of \$400M. Director level position responsible for managing and improving marketing communications in collaboration with European counterparts. Controlled \$4M budget for planning, execution and media management.

- Authored and implemented comprehensive marketing communications plan. Completed review of internal structure, materials and objectives. Plan implementation contributed to a 25% increase in annual revenues over two year period.
- Orchestrated a 25% reduction in average marketing project time through process improvement and project management systems implementation. Introduced transparency and accountability for departmental practices and accelerated timetable for marketing department deliverables.
- Reduced marketing plan implementation costs by 45%. Evaluated current providers and sourced new vendors improving quality and delivery of services to the company.
- Redesigned expense payment processes eliminating payment duplication and reducing administrative time by 5%.
- Chaired US Brand Awareness Committee. Leadership resulted in customer-focused website that served as model for other international subsidiaries.

Hasbro Worldwide, East Longmeadow, MA **04/2005 – 12/2005**
Senior Coordinator, International Marketing Services

Hasbro Worldwide, a worldwide leader in family entertainment with \$3B in annual revenues. Provided international marketing support for the Games Division.

- Developed presentations and sales tools for international sales force and vendor preview shows.
- Gathered, assimilated and reported to senior management sales volume and market trend information used to drive business decisions.

Advertising Direction, East Longmeadow, MA **06/1985 – 04/2005**
Founder and Owner

Managed the daily operations of an advertising and marketing communications firm that offered innovative, results-oriented planning, creative and placement services to clients in diverse industries. Extensive client list and engagement summaries available upon request.

- Sustained continued growth of professional firm providing services surrounding innovation in marketing, media planning, process improvement, internal and external communications, website analysis and merchandising over a twenty year period.

Advertising Direction (Continued)

- Provided services to a diverse client base in a variety of industries representing consumer services, consumer products, business-to-business and not-for-profit segments. Projects included short-term assignments and long-term consulting engagements.
- Integrated corporate accountability and civic involvement into client marketing initiatives.
- Delivered pro bono marketing and advertising services to selected individuals and not-for-profit organizations.

Little Things Mean A Lot (LTMAL), Inc., Charlotte, NC

2000 – present

Co-founder and Board Member

Not-for-profit organization charged with the mission of collecting health and beauty aids for distribution to people in need.

- Co-founded this not-for-profit 501c3 organization. (www.ltmal.org).
- Coached and directed volunteers who collected and distributed >11,000 lbs. of items. Identified resources, established the business model, developed processes and initiated contacts generating an 800% increase in 2003.
- Co-founded successful spin-off, Sport-2-Sport, in 2004 to collect and distribute used sporting goods equipment.

FRYE BOOT COMPANY, Marlboro, MA

12/1983–06/1985

Advertising Manager

- Managed all aspects of local and national consumer and trade advertising campaigns for a footwear retailer.
- Hired, trained and directed creative personnel including in-house, agency and freelance.
- Participated in planning and managing national trade shows including vendor involvement, show operations and promotion.

EDUCATION

Bay Path College, Longmeadow, MA

MBA: Entrepreneurial Thinking and Innovative Practices, 2008

University of Massachusetts, Amherst, MA

Bachelor of Arts: Mass Communications, 1982

Massachusetts Bay Community College, Wellesley, MA

Associate of Science: Business Administration, 1980

COMMUNITY & CIVIC INVOLVEMENT

Habitat for Humanity, Fundraising Committee Member

East Longmeadow Homegrown Festival, Chairman PR committee

Dress for Success (Greater Springfield), PR

Open Pantry, Volunteer

Chicopee Boys & Girls Club, Advertising Advisor

East Longmeadow town sports associations (soccer, tennis, and football), Advertising

East Longmeadow High School Varsity Tennis Team, Uniforms

Elon University Club Tennis team, Uniforms

EXCELLENT REFERENCES FURNISHED UPON REQUEST