

International and Channel Marketing | Strategic Planning | Product Launches | Budget Planning & Management | Business Development | Languages: Russian, Spanish, Portuguese, French

Creative, focused and driven marketing professional with success in wireless, telecommunications, software and consumer industries. Proven track record of managing projects from concept through execution, complying with regulations. Strong expertise in International Marketing having managed European, Middle East and Latin American regions. Lived in 5 countries and traveled to over 30.

PROFESSIONAL EXPERIENCE

KYOCERA INTERNATIONAL INC, San Diego, CA

2015- Present

Kyocera is a manufacturer of rugged and durable mobile phones.

Senior Marketing Manager, Channel

- Lead for Company's largest account, AT&T: Key liaison for customers, sales and marketing.
- Successfully launched 5 devices for AT&T in one year – the most in company's history.
- Managed Latin America region and helped sell in and sell through the products.
- Managed translation efforts for the marketing collateral.
- Created best-in-class of videos, training and collateral.
- Complied with FCC, and worked closely with legal both Kyocera's and AT&T's.
- Responsible for managing a \$2 million go-to-market budget, tracking, monthly reporting, invoice submission and account reconciliation; tracking and managing use of MDF for assigned channels; responsible for presenting program plans and obtaining management approval for program funding.

INTUIT, San Diego, CA

2011-2014

Intuit is the maker of TurboTax, the largest tax software.

Marketing Manager

- Worked with regulations to market to TurboTax customers. Closely working with legal.
- Managed 3rd party partners within TurboTax; developed and managed a new partnership that brought over \$2 million in seasonal revenue. Successfully negotiated the contracts.
- Achieved 6% decrease in customer care contacts by leading a cross-functional team to monitor customer sentiment and proactively wrote targeted customer communications..
- Trained customer care in India and Philippines on how to handle pricing calls.
- Led multiple AB testing of marketing creative that resulted in over \$10 million seasonal win.
- Managed projects valued between \$1 million and \$8 million to meet company's revenue goals.

HUAWEI TECHNOLOGIES, San Diego, CA

2007-2009

Huawei is the largest Chinese manufacturer of mobile phones.

Marketing Manager

- Launched Huawei's first phone in the US, as the company's only marketer in the US, and successfully drove a multi-million dollar marketing campaign.
- Traveled frequently to China to align on consistent brand messaging and marketing campaigns.
- Monitored competitive marketplace making data-driven adjustments to company strategy as required.
- Worked with product development to create company's roadmap.
- Built a strong channel partnership with customer in all regions.
- Sponsored and managed 10+ events a year.

Julia Morgenstern

KYOCERA COMMUNICATIONS, San Diego, CA

2006-2007

Kyocera is a manufacturer of rugged and durable mobile phones.

Marketing Communications Coordinator

- Reduced translation costs by over 200% and created a process for handling the same.
- Was channel lead for Latin America, working with our Venezuela and Mexico offices.
- Drove marketing of new data card product and improved exposure by creating a technical White Paper used to train sales people and created a buzz at trade shows.

SAIC, San Diego, CA

2004-2006

SAIC is a Government Contractor and the manufacturer of the VACIS, a Cargo Inspection System.

International Program Coordinator

- Managed the European and Middle East regions, was the direct contact for the regional offices.
- Responsible for the products and its maintenance.
- Complied with regulations when shipping the components, some with radioactive materials.
- Led site visits in 5 countries for maintenance surveys for multi-million dollar Homeland Security contracts that resulted in stronger relationships, cost savings and new sales.
- Managed the account and relationship with a top-secret Middle East customer, was only one of 3 people in the business unit with clearance to work on the account.

NNR GLOBAL LOGISTICS, San Diego, CA

2001-2004

NNR is a global provider of cargo transportation services.

Account Executive

- Managed San Diego and Tijuana regions responsible for expanding clientele by 300%.
- Wrote proposals and negotiated contracts for import/export of cargo, worked with brokers and air/ship/trucking companies worldwide.
- Worked mostly with shipments from/to Europe, Japan, China and Brazil.

MYCUSTOMS, Menlo Park, CA

2000-2001

MyCustoms was a startup that made software to enhance global trade.

Marketing Coordinator

- Managed the marketing budget, was first marketing person hired in the company.
- Led the re-branding initiative and met the two month deadline for all the changes.
- Managed big events and speaker engagements in Netherlands and the UK.

EDUCATION

MBA – International Business and Marketing, San Diego State University; semester in Paris, France, **2011**

BA - Communications in Advertising, San Diego State University, **2000**

BA - Spanish, San Diego State University; one year at Universidad Complutense Madrid, Spain, **2000**

COMPUTER

MAC, WINDOWS, HTML, Word, Excel, Power Point, Access, Dream Weaver, Photoshop and Illustrator.

LANGUAGES

Native Proficiency: ENGLISH and RUSSIAN. Fluent: SPANISH and PORTUGUESE.