DEB RANELLE, MBA, DBA

Cupertino, CA

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**PROFESSIONAL PROFILE**

* 15 years marketing experience that includes brand and budget management, launch execution, project management, working with sales, vendors and agencies and team management in B2B environments, including SaaS.
* Strategic planning and tactical execution of marketing campaigns, launches and projects.
* Self-directed, problem-solving and creative leader who seeks variety and enjoys managing multiple projects in a fast-paced fun environment.
* Management and execution of project deliverables that involves working cross-functionally in large and small organizations.

#### PROFESSIONAL EXPERIENCE

**Marketing Manager**

Survey & Ballot Systems, MN 2016- Present

* Create go-to-market strategies and determine tactics for new marketing initiatives and product launches in a SaaS environment.
* Write audience-specific content for product launches, marketing and sale programs with emphasis on digital assets including videos, eBooks, blogs, social media, email campaigns, vlogs, presentations and trade show landing pages.
* Work cross-functionally with sales, IT, senior management, agencies, and external vendors to execute projects, while building strong working relationships across all groups
* Partner closely with sales to define and generate market leads by vertical, enabling them to meet monthly and quarterly goals.
* Review monthly analytics of marketing deliverables (social media, PPC, campaigns, SEO) and company website.
* Provide management of direct reports and intern including hiring, performance reviews, coaching and development of team members.
* Establish annual marketing plan and budget along with reviewing monthly spend- projected vs. actual.

**Marketing Consultant** 2015-2016

Jonelle Consulting, MN

* Worked with senior leadership and sales team to create sale processes, while establishing metrics to measure monthly and quarterly sales goals.
* Delivered recommendations to achieve projects across departments to yield time and cost efficiencies.
* Developed and executed marketing tactics related to social media, digital and traditional marketing.
* Identified process gaps and provided recommendations to reduce challenges, while improving internal interactions and accountability.

**Principle Supply Chain Analyst (Contractor)**  2014-2015

Boston Scientific, MN

* Developed, planned, and enforced complex acquisition project timelines to transfer $13MM of inventory across nine countries.
* Partnered with marketing to manage strategic promotions and inventory demand to support program initiatives.
* Executed phased project deliverables by identification of issues and solutions by continuously communicating with team members and vendors.
* Analyzed marketing program effectiveness and made adjustment to inventory demand projections.
* Conducted weekly status meetings to complete inventory transfer milestones through active management of project timelines, group members, and problem resolution.

**Analyst- Target Account** 2012-2014

Colgate-Palmolive, MN

* Delivered recommendations to sales teams based on data review to support new product launches and store promotions to retain and attract new customers.
* Served as the day-to-day contact to Target by providing project updates and recommendations to meet promotional objectives.
* Orchestrated bi-monthly supply chain meeting by keeping teams aware of monthly forecast demands, promotions, as well as addressing project changes and risks.
* Evaluated store promotion performance KPIs against projections and used the information to adjust campaigns, while sharing best practices.

**Marketing Manager** 2006- 2012

Ameriprise Financial, MN

* Delivered promotion campaign strategies and tactics that entailed management of brand guidelines, creative development, collateral materials, and sales toolkits for B2B marketing initiatives.
* Acted as a liaison and partnered cross-functionally with graphic designers, operations, communications, project managers, web, and sales groups to execute product launch strategies and market campaigns from conception to implementation.
* Provided management of direct report, including recruiting, performance reviews, coaching and development of team member.
* Assisted senior leadership with departmental budgets that ranged from $750,000- $1,000,000.
* Simultaneously led and prioritized 8-10 projects; projects ranged from $10K-$350K.
* Worked with outside vendors to arrange the execution of marketing materials, which involved estimating, production, and delivering projects on time.

**Project Manager** 2005- 2006

Periscope Advertising Agency, MN

* Managed information across departments, ensured individuals possessed the latest project information; projects ranged from weeks to months.
* Obtained pricing, timing, and orchestrated material obtainment through the management of multiple print vendor relationships.
* Wrote and revised estimates for media campaigns and print projects.
* Defined and wrote project timelines for customer projects.

**Adjunct Professor** 2009-Present

Concordia University MN, North Hennepin Community College, MN, Bethel University, TN & Southern New Hampshire University, NH

* Taught following courses: Business, Management, Marketing, Advertising, Social Media, Sales, HR, Entrepreneurship and Communications.
* Develop lesson plans, PowerPoint presentations, and discussion questions used during the course.
* Update existing course offerings.

#### TECHNOLOGY PROFICIENCIES

* Microsoft Office, WordPress, Salesforce, Outlook, marketing automation tools (iContact, Unbounce), Mac computer and social media platforms

#### EDUCATION

#### Doctorate of Business Administration (DBA) with a Marketing specialization

#### Walden University, MN

Master of Business Administration (MBA) with a Marketing specialization

Capella University, MN

Project Management Certificate

St. Thomas University, MN

Bachelor of Arts in Communications/Marketing and Business Administration minors

Winona State University, MN