

Hiring Team:

I am seeking an opportunity for a full-time role where I can apply my 20+ years of related experience. Thank you for reviewing my experience and genuine interest in joining your team. Consider the strategic program development and optimization experience I have led and implemented successfully. I thrive in environments going through transitional and accelerated growth. I would also like to identify a position where my three years of serving underserved communities could be applied, as well as my deep roots in enterprise technology. Thanks for giving me an opportunity to be considered.

If given the opportunity to join your team, I would be ready to get started right away and apply my experience for mutual success. Thanks for your time and consideration. Make it a great day!

Respectfully,



Amy K. Mininger, PMC VI

Example Project Management Work

Program	Assignment	Stakeholders Managed
Analytics Program	Develop the roadmap, including tool selection and strategy for marketing analytics function for CareFirst web-enabled metrics. Lead a matrix model team and collaborate with stakeholders and the team that will own predictable stats.	IT, Marketing, Digital Products Data Team
Marketing Automation (Marketing Cloud + Campaigner)	Evaluate current state and existing technology available for automation, document gaps, research industry leaders, recommend a path for a successful future state mapped to documented objectives and metrics.	IT, Marketing, Digital Products, Data Team, Communications Team, Enterprise Architecture, Project Management Organization
Marketing Technologies Stack + Tool Comparison and Procurements	Develop a central collaboration and communications hub in Microsoft Teams. Build a central referenceable repository of all marketing available resources and technology considerations (tools, subscriptions, software, agencies, pilots). Develop cross-team stakeholder relationships with the business and procurement.	IT, Marketing, Digital Products
Marketing Research + Analytics Tech Stack Assessment	Develop cross-team collaboration and knowledge share specific to analytics capabilities and data sources. Support evaluation of tools, redundancy or possible benefits to other teams.	Marketing Digital Products Customer Experience Teams
Digital Experience Platform + Content Management System (CMS) Selection + Implementation	Develop content management and procurement roadmap, work with 65+ individual stakeholders across multiple teams to build and document alignment against goals. Manage new CMO's changes in strategy.	IT, Marketing, Digital Products, Data Team, Associate Communications Team, Enterprise Architecture Team, Project Management Organization
Teams Training	Build educational roadmap for adoption of Microsoft Teams, focusing on less technical departments.	Marketing, Digital Products
Usability	Development CareFirst's Usability as a Service roadmap, internal educational presentation and documentation (service description). Collaborate with usability partners, customer experience, marketing.	Marketing, Digital Products, Customer Experience
Advocacy	Development a pitch for state and Federal funding to support lower-income and underserved communities by applying a two-generation approach to care, human services, affordable housing and health.	Legislators, Community Action Agencies, Partnerships

AMY MININGER

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SUMMARY

A results-oriented professional with extensive experience in management consulting, strategic marketing, communications and procurement of technology stacks. Fully knowledgeable in competitive positioning, program management, product roadmaps, branding, and partner management. Demonstrated senior leadership capabilities and a consulting mindset. Quick-start, solid accountability, growth accelerant.

<p>PROFESSIONAL EXPERIENCES</p> <p>Strategic Consultant, Founder and CEO <i>MarComFly - December 2001 – Present</i></p> <p>Contract Senior Program Manager <i>CareFirst - May 2020 - Dec 2021</i></p> <p>VP of Marketing and Channel Relations <i>ISEC7 Group - Apr 2018 - Mar 2020</i></p> <p>Global VP of Marketing and Development <i>WorldAware (Crisis24) - DEC 2013 to DEC 2016</i></p> <p>TECHNICAL SKILLS</p> <ul style="list-style-type: none">• Project Management – Asana, SharePoint, Planner, Teams, Jira, Confluence, Canopy• Content Platforms – WordPress, Drupal, SoundCloud, Acquia, YouTube, Canva• Video Production & Editing – Vimeo, Clips, Camptasia, VivaVideo - <u>YouTube Channel</u>• Marketing Automation – HubSpot, HootSuite, Wix, Marketo, Pardot, Constant Contact, Survey Monkey, Marketing Cloud• CRM - Salesforce.com, SugarCRM, ZoomInfo, HootSuite CRM• Procurement – Business cases, needs assessment, stakeholder management, selection• Budget and Process Optimization –PMC IV certification and project management skills applied for accountability of global teams• Photography – professional portraits, landscape, corporate and special events• Art and design - creative multiple media – acrylic, fabrics, and natural elements	<p>APPLICABLE SKILLS</p> <ul style="list-style-type: none">• Implemented change operations and global partnership programs for customer and prospect engagements• Developed marketing brands, ads procurement, and requirements for regional and global marketing teams for management, alignment, and communications• Developed ISEC7's Seven-Stage Enterprise Maturity Model as a framework that allowed clients to optimize their digital workplace roadmaps• Implemented digital experience platform and content management system (CMS) strategies through selection and procurement roadmapping• Managed and developed a central collaboration hub in Microsoft Teams for 16 stakeholder groups, built a referenceable repository for marketing technology, and procurement resources• Established a content strategy and managed channels across website, social media, board of directors, events, and partner communications• Integrated communications strategies by defining buyer personas and strategy for omni-channels• Managed transition growth in business development and marketing, building teams from the ground up• Led sales growth, mergers and acquisition strategies, program management of customer transitions• Conducted marketing research and analytics tech stack assessment for cross-team collaboration, knowledge sharing, capabilities assessment, and data sources• Built an educational roadmap for training and adoption of Microsoft Teams, including less technical departments• Conducted cost-benefit analyses for investments and multi-annual contracts
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EDUCATION AND TRAINING

- BA in Communications, Messiah University
- Minor in Spanish, Universitat de Barcelona
- Leading Women Program Certification, Institute for Women Entrepreneur Excellence ([IWEE](#)) Certificate
- Project Management Institute ([PMI](#)) PMP® Exam Preparation Training Certificate
- Pragmatic Marketing Certification Level VI ([Pragmatic Institute](#))
- The Psychology of Color Symbolism ([Color Matters](#), Professor Jill Morton)
- Storytelling for Influence Certificate ([IDEO](#))
- American Society for Association Executives ([ASAE](#)) CAE Studies and Communications Professionals Advisory Council Member
- ESL Teacher Training (United Way)

PROJECT MANAGEMENT EXECUTION

- Content Management System Selection + Implementation plan
- Marketing Brand and Ads Procurement for \$7M Budget in Healthcare Insurance
- Analytics Program Modernization
- Marketing Automation (SF Marketing Cloud)
- Procurements and Industry Technology Comparison Analysis
- Usability As a Service Program
- Marketing Technologies Stack List Management + Tool Comparison for consolidation and budgetary savings
- Integrated Communications Plan and Execution for Regional Non-Profit

RELEVANT SKILLS (CONTINUED)

- Designed, edited and produced videos for marketing, advocacy, outreach and launched a new website
- Did strategic messaging and speech writing for C-level executives and advocacy-related communications
- Researched, designed, and executed go-to-market and digital content playbooks
- Developed a roadmap for internal strategies for digital communications and Usability as a Service, collaborating with partners and customer teams
- Secured monetary sponsorships from corporations for corporate development and non-profit organizations
- Developed predictable sales revenue models to generate direct sales opportunities
- Designed and instituted new pricing models collapsing the la carte products into easy-to-sell bundles
- Channeled program engagement to establish comarketing profit centers and co-branded campaigns
- Analyzed marketing technology stack expenditures for optimal return on investment
- Developed a go/no-go policy for sales team opportunities, partnership commitments, and procurements

IMPACTS

- 40% increase year-over-year in corporate funding for a non-profit
- 34% increase in direct sales opportunities applying a predictable revenue approach
- \$16M in new business opportunities for new product subscriptions in year-1
- \$400k in additional partnership marketing funds for mid-sized global tech company
- Acquisition of a technology company by AT&T

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