

EMILY BARLEAN, M.A.

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STRATEGIC MARKETING & COMMUNICATIONS PROFESSIONAL

PROFESSIONAL PROFILE

- Highly creative strategic marketer with 10 years of experience in marketing both product-based companies and professional services firms.
- Versatile and seasoned professional who adapts well to rapidly changing environments.
- Strong team player/leader that excels in mediating among multiple divisions of large organizations and maintains productive relationships with staff, peers, and management.
- Excellent written, verbal, and interpersonal communicator.
- Positive, optimistic, well-organized self-starter who excels under pressure and meets deadlines.
- Computer-literate performer with extensive software proficiency, including full Adobe Suite (Photoshop, InDesign, Illustrator), PowerPoint, Excel, Word, video editing software, and more.

AREAS OF EXPERTISE

- Strategic marketing and branding
- Integrated content marketing
- Web site development
- Partnering with agencies, consumer organizations
- Budgeting and forecasting
- Campaign development
- Graphic design and creative direction
- Public speaking
- Event planning
- Written and verbal communications

PROFESSIONAL EXPERIENCE

Marketing & Communications Manager, *Moneta Group Investment Advisors, LLC*, Clayton, MO, Dec. 2013-Present

- Oversee all areas of internal and external communications, lead a three person team, and manage a \$500,000 budget.
- Serve as a key advisory to the Board of Directors, Managing Partner and executive leadership across the organization, providing strategic counsel on the most effective timing and channels to communicate marketing messages.
- Preserve brand integrity by monitoring the consistency and quality of marketing content across corporate and individual images and messages.
- Lead creative strategy and execution to support major firm-wide initiatives such as Moneta Group's annual client event for 400 VIP clients, creation and development of a Sustainable Business Guidebook, and external advertising campaigns.
- Identify opportunities for process improvement, making constructive suggestions for change, developing plans for implementation, and managing the process of innovative change effectively.
- Develop public relations strategies and maintain media and vendor relationships.
- Design and create branded materials such as infographics, flyers, brochures, and advertisements.
- Concept, write and produce 8-10 corporate videos each year.
- Maintain and develop Moneta Group's website and blog; notably, increasing traffic flow by 125% in past two years.
- Create content strategy that spans multiple mediums to engage audiences and increase brand awareness in St. Louis and nationwide.

Senior Public Relations Strategist, Concordia Publishing House, St. Louis, MO, June 2009-Nov.2013

- Wrote and edited articles, web content, advertising copy, periodicals and publications for internal and external audiences.
- Represented the organization to customers, the public, and other external sources.
- Designed and implemented strategic corporate branding objectives.
- Wrote press materials and made presentations to media representatives.
- Attended 3 trade shows each year to preserve company relations with distributors, customers and media personnel.
- Collaborated with production team to coordinate advertisements and promotions.
- Strategized, managed and provided measurement for 8 corporate social media channels as well as the CEO's channels.

COMMUNITY LEADERSHIP

Vice President, Board of Directors, Support Dogs, Inc., St. Louis, MO, June 2015-Present

- Represent Support Dogs to stakeholders; acting as an ambassador for the organization.
- Serve as a trusted advisor to the President and CEO as she develops and implements Support Dogs' strategic plan.
- Partner with the CEO and other board members to ensure that board resolutions are carried out.
- Serve on committees or task forces and take on special assignments.
 - Chair of the Marketing Committee
 - Co-Chair of the annual gala, *A Fetching Affair*
 - Increased net revenue of *A Fetching Affair* by 76% in 2016, raising \$225,000

Founding Member, SHE: Supporting Her Empowerment, St. Louis, MO, June 2015-Present

- Created "SHE," an alliance of women in marketing and communications, with four marketing-minded peers.
- Network among St. Louis's marketing and communications community.
- Commit to developing and growing members, both personally and professionally.
- Partner with other founders to recruit new members.

EDUCATION

- Master of Arts in Communication Management, Webster University, St. Louis, MO, 2014
 - 4.0 GPA, Graduate Academic Honors for Outstanding Achievement
- Bachelor of Arts in Communications, Concordia University, Seward, NE, 2009
 - Emphases in Journalism, Public Relations and Interpersonal Communications
 - Minor in Marketing
 - 3.85 GPA, Recipient of Outstanding Student in Interpersonal Communications Award

PROFESSIONAL AFFILIATIONS

- Spring 2015 Class, FOCUS St. Louis Emerging Leaders Program
- Early Childhood Education Allocations Panel Member, United Way of Greater St. Louis
- Non-Voting Member, Moneta Group Charitable Foundation Board of Trustees
- Wrap It Up – St. Louis, Custom Gift Wrapping Business, Owner & Operator