

MARY ARNTSON-TERRELL

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Marketing & Communications Manager/Content & Project Manager

Communications Manager with more than 15 years' experience developing and driving impactful external communications strategies and strengthening media relations.

Strategic and influential leader with capacity to interact with senior management and direct all communication aspects of business transformation strategies. Expertise in editorial oversight for newsletters and magazines, leading marketing and communication strategies and campaigns, supporting social media marketing, and optimizing digital marketing strategies. Creative content creator skilled at mentoring and coaching teams and freelancers to seamlessly execute plans to increase brand awareness while adhering to organizational values. Exceptional project management and problem-solving skills with track record of championing projects from start through to completion.

Areas of Expertise

- Communications Strategy Development
- Internal & External Communications
- Team Leadership & Development
- Media Relations
- Project Management
- Content Development
- Social Media Management
- Performance Monitoring
- Stakeholder Engagement

Accomplishments

- Spearheaded redesign of IFDA's website to reinforce brand presence and expand target audience reach. Resulted in 40% increase in site traffic.
- Played integral role in CDA's website SEO management by repurposing content from magazine and newsletter as well as applying automated system for posting news to three sites. Launched all social media accounts and boosted engagement and following within first two years through consistent, quality content development and distribution.
- Collaborated with stakeholders at George Mason University's College of Visual and Performing Arts and developed standard departmental procedures, workflow, and asset management systems to streamline marketing projects and in due course eliminate schedule and budget overruns.

Career Experience

Communications Manager, International Foodservice Distributors Association (IFDA), McLean, VA **2018 – Present**

Optimize engagement and communication strategies with informative content, narratives, and messaging delivered to target audience. Plan content strategy and create short and long-form content for print and digital publications, websites, videos, presentations, and conference speakers. Oversee three e-newsletters and email communications. Monitor website and social media engagement and adjust approach to communications and marketing based on reported metrics and target goals. Cultivate good working relationships cross-functionally as well as with IFDA members, industry partners, and media outlets. Supervise on-going projects to guarantee on time completion. Respond to communication-related issues.

- Amplified subscribership of daily newsletter from 4,156 subscribers to just under 13,000.
- Introduced video content creation and publication for marketing, social media, and on-site displays, produce over 10 promo and explainer videos annually.
- Improved approach to communication strategy development across web, social media, editorial, presentations, and printed materials with structured tactics as opposed to previous "damage control" approach.
- Assist with conceptualization of brand management and social media strategy plans aimed at increasing awareness, engagement, membership, and positive recognition. Lead design, development, and deployment of content, graphics, videos, and infographics across social and digital media platforms.

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Publications Manager, George Mason University, Fairfax, VA

2016 – 2018

Orchestrated all aspects of marketing campaigns through strategic planning, outlining objectives to build influencer level narratives, and streamlining operational processes. Directed small department of in-house and freelance graphic designers and copywriters in development of marketing materials and managing targeted marketing communications across email, direct mail, grassroots campaigns, and social media platforms. Established operational budgets and managed vendor bidding, selection, and payment process in line with buy-in from key stakeholders. Coordinated production schedules and budgets for marketing department.

- Guaranteed on time project completion within budget by improving communication channels among project management team regarding project scheduling and proofing.
- Set up image database as well as system for project cost tracking.
- Award by HR department in recognition for directing department during challenging phase.

Digital Communications Manager, Convenience Distribution Association (CDA), Fairfax, VA

2012 – 2015

Oversaw social media strategies and accounts. Produced content for Convenience Distribution Association (CDA), Convenience Distribution Magazine, and Marketplace & Solutions Expo including articles, web content, press releases, and promotional copy. Tracked analytics to measure engagement and determine impact of strategies to implement improvements and adjustments to future campaigns.

- Increased readership of newsletters by 10% and ultimately organizational engagement and awareness amongst target audiences with development and distribution of digital newsletters across all social platforms.

Communications Manager, National Concrete Masonry Association (NCMA), Herndon, VA

2007 – 2012

Established an annual communications plan, strategy, and budget for the association and fostered trusted relationships with coworkers, NCMA members, industry partners, and media outlets—establishing a reputation built on integrity and accountability.

- Served as content creator, editor, and designer for two magazines, CM News and Concrete Masonry Designs, and a weekly electronic newsletter, e-news Brief.
- Drafted content and designed Annual Reports, Technical Publications, Membership Directories, educational materials, conference marketing, trade show displays, and website using Adobe Creative Suite, SharePoint, and WordPress

Additional experience as Marketing Consultant for myLocal Homebrew Shop (MYLHBS); Marketing Project Manager for Newsletter Holdings/KCI Communications; Production Manager for Arnold Advertising; and International Marketing Project Manager for Nomadic Display.

Education & Credentials

Project Manager Professional (PMP) certification (in progress) | Project Management Institute

Publication Specialist Certification | The George Washington University

Bachelor of Science Degree in Human Development & Family Studies | West Virginia University

Technical Proficiencies

Project Management: Basecamp, Monday, Trello, Smartsheet, Slack

Software & Tools: Microsoft Office Suite, Adobe Creative Suite, VoterVOICE, Google Analytics, Google AdWords, WordPress, Drupal, SharePoint, Kentico, NitroSell, iMIS, bLoyal, Fonteva, GoToWebinar, Zoom, vFairs, Cvent, Quickmobile, Eventpedia

Social Media & Marketing: Magnet Mail; Exact Target; Constant Contact, Hootsuite, Facebook, Twitter, Pinterest, Instagram, LinkedIn, Vimeo, YouTube, Visme, Flickr