



Amy Gordona

Architecting
Marketing Success

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Summary

Dynamic, results driven professional with progressive leadership across Marketing, Communications, Content Development and Brand Building. Track record of defining business opportunities, building strategic partnerships and generating demand through client engagement.

Decisive leader with an acute understanding of business priorities and the ability to execute integrated marketing campaigns through digital and social media strategies in support of growth, competitive advantage and scalability.

Exceptional leadership skills with demonstrated success in building high performing teams, developing talent and delivering tangible results in support of corporate objectives. Strong interpersonal skills and the ability to lead teams to shape change in organization.

Top Skills

Brand Management

Uncovering the values that create clear and compelling corporate identities.

Customer Experience

Transforming the interaction between an organization and their customers.

Customer Acquisition

Employing strategies that help bring new customers to your brand.

Campaign Execution

Ensuring all forms of communication are linked together so they work in harmony.

Talent Leadership

Demonstrated success in building high performing teams, developing talent and delivering tangible results in support of corporate objectives.

Professional experience

FIDELITY INVESTMENTS, BOSTON, MA, January 2013 – September 2016

Vice President, Marketing, October 2014 – September 2016

Member of leadership team responsible for defining and executing the organization's marketing strategy and vision.

- Led a team responsible for all strategic marketing programs and integrated campaigns across all customer segments, including digital experiences, advertising and social media strategy.
- Defined content and segmentation for communications; executed cross-company implementation flawlessly; leveraged an analytical and data-driven approach to decision making and maximizing ROI.
- Established brand and value proposition messaging by creating a clear and compelling identity to help attract new clients; led internal and external communications initiatives to fortify the brand.
- Leveraged diverse advertising vehicles and media relations strategies to expand reach and raise awareness in key target markets. Over 3 years, increased digital advertising CTR by 483%; doubled web visits driven by campaigns from 5% to 10%.
- Expanded content marketing and thought leadership platform to help elevate Fidelity across all business lines.
- Developed customer retention programs that delivered relevant, targeted communications designed to increase loyalty and enhance a customer's lifetime value. Sample results: one program delivered over \$3.5 million in sales lift and increased email CTR by 2.5%.
- Built a content marketing team from the ground up; created long-term vision and culture of innovation; helped redefine image among the financial advisor community.

Honors and Awards

INDIVIDUAL RECOGNITION

Chosen as a Fidelity **President's Club** award winner, a program created to reward and recognize the "best of the best" professionals for exceptional performance, 2014.

Selected for the **Star of Excellence**, Manulife's highest honor, which is awarded to only 25 high-performing individuals from more than 26,000 global employees, 2010.

Women Unlimited Leadership

Program: selected to participate in a year-long development program for executive women; won the **Leadership in Action Award**, 2011-12.

TEAM AWARDS

Lead a team that won numerous industry awards, including:

Best Overall Communications, **Star Awards**, Mutual Fund Education Alliance, 2007-09, 2012.

Best Investment Website, **WebAwards**, Web Marketing Association, 2007-2012.

Top 10 Websites for Financial Intermediaries, **kasina**, 2007-2012.

Licenses

Financial Industry Regulatory Authority (FINRA) Series 7, 24

Professional experience

FIDELITY INVESTMENTS, BOSTON, MA

Vice President, Channel Marketing, January 2013 – October 2014

Led a team that partnered with all levels of the Distribution organization to architect and deliver marketing programs and campaigns designed to increase sales lift and reduce redemptions across a diverse mutual fund lineup.

- Collaborated with sales to strategize and execute integrated marketing strategies that built scale, leveraged profitable growth areas and reduced overall expenses; guided initiatives from vision to execution including results analysis and program refinement across segments; oversaw all communications.
- Aligned marketing plans and client firm strategies to increase market share and penetrate high value prospect advisors.
- Led analysis of advisor segments and used data to create client acquisition and retention strategies that drove productivity and profitability.
- Established standards of measurement to provide impact and effectiveness of integrated campaigns.
- Launched an industry-leading, satellite broadcast program that delivered a unique client experience designed to increase activity with qualified prospects, at scale and at a lower cost to individual sales calls.

JOHN HANCOCK, BOSTON, MA, November 2007 – January 2013

Head of Strategic & Channel Marketing, December 2010 – January 2013

- Architect of new customer acquisition and alliance programs for a multi-segment, distribution platform.
- Developed highly successful advisor practice management campaigns that included live field training, events and a comprehensive, multi-pronged implementation strategy.
- Shaped new brand capabilities messaging and a consistent visual brand identity with Product Marketing, Creative Services and Digital Marketing.
- Successfully developed the marketing strategy and launch of the firm as a tier 1 product partner at Edward Jones.
- Responsible for all 529 college savings marketing support including customer acquisition strategies, internal and external communications, go-to market and enhancement strategies, PR and advertising, and brand strategies.
- Led award-winning shareholder communications initiatives, focusing on retirement and college planning education.

Community Leadership

Mutual Fund Education Alliance, Marketing Steering Committee, responsible for facilitating the exchange of ideas, exploring industry trends and discussing marketing and sales communications issues with industry peers, 2015 to present.

College Savings Foundation, Co-Chair of PR Committee; lead efforts to expand the public's knowledge of college savings plans and provide thought leadership, 2012.

United Way, Leadership Committee; expanded the charitable network and helped John Hancock earn the United Way's Spirit Cup, 2011-12.

Bessie Tartt Wilson Initiative for Children, Development Leader; guided the creation of SEED, an endowment to train and retain early educators in communities of need; led year-long research and planning; developed mission statement, branding and communications, 2011.

John Hancock Women's Networking Group, Planning Committee; developed opportunities for women to learn, connect and advance in their careers at John Hancock, 2012.

Education

University of Connecticut, Storrs, CT, Bachelor of Arts, 1994-1998

Professional experience

JOHN HANCOCK, BOSTON, MA

Director, Marketing Communications, November 2007 – December 2010

- Successfully led the marketing implementation and go-to-market strategy of several large scale product launch initiatives.
- Developed collateral systems for mutual fund product line including investor and advisor facing materials, internal sales support materials and engagement kits in support of product line build out.
- Supported the development and launch of two innovative digital sales tools, created to easily analyze and compare client portfolios.
- Identified baseline collateral gaps and opportunities to reduce costs across multiple product lines.
- Collaborated with sales teams to design marketing programs, events and product launch campaigns that helped hit sales goals across distribution segments.

PACIFIC LIFE INSURANCE COMPANY, NEWPORT BEACH, CA
June 2005 – October 2007

Director, Marketing Communications, June 2005 – October 2007

- Applied product knowledge to develop and execute strategic and tactical marketing plans.
- Oversaw daily operations and workflow for multi-channel, marketing communications group.
- Delivered an average of 225 projects per quarter on time and on budget; managed \$3M budget.
- Headed the development of a new, enterprise-wide project management system.

TRAVELERS LIFE AND ANNUITY COMPANY, HARTFORD, CT
August 1998 – May 2005

Marketing Manager, 2003-2005

- Successfully launched new annuity products and features; partnered with Sales, Product Development and National Accounts to create material for proprietary channel firms, including two profitable wrap products.
- Developed sales ideas and content for print and online marketing for all annuity products.

Manager of Internal Sales, 2002-2003

- Oversaw five sales desk managers and 48 internal wholesalers, supporting the Independent Planner, Wirehouse and Bank channels.

Sales Desk Manager, Wirehouse Channel, 2000-2002

- Contributed to the channel's overall sales performance by managing, training and coaching seven internal wholesalers.
- Served as Annuity Service Representative, Retail Annuity Division, from 1998 to 2000.