

BARRY MARKS

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MARKETING & COMMUNICATIONS MANAGER

International Leadership | Strategic Planning | Cross-Functional Project Management

Internal Communications and Brand Management leader with 14+ years of proven business results, international experience, and expertise in creating and delivering effective corporate strategies.

- Proven track record of delivering programs and initiatives across global markets.
- Collaborated organizational boundaries to provide measurable business results.

SKILLS: Employee Communications • Brand Strategy • Competitive Analysis • Market Research • Competitive Benchmarking • Project Management • Social Media Marketing • Talent Management • International Collaboration • Process Improvement • Relationship Management • Influencing

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

GLOBAL-EUROPEAN PACKAGE DELIVERY

2001–Present

Market Development Manager, Americas Region: Sunrise, FL (2015–Present)

Lead team creating and delivering go-to-market strategies for new products in North and South America. Collaborate with in-country managers and core marketing team to develop business requirements, customize products to local markets, and execute launches. Provide end-user product training and support to regional leaders and employees.

- **Preparing launch of International Special Commodities service** targeting deliveries of goods with special handling requirements. Delivered local product training in preparation for go-live.

Manager, Employee Communications, Americas Region: Sunrise, FL (2013–2015)

Developed, implemented, and customized regional internal communications strategies. Led international team of in-country staff in translating and tailoring corporate messaging to local markets, managing content on company intranet, executing corporate functions, and delivering safety messaging. Worked with leadership to create and deliver region-specific communications solutions. Partnered with corporate marketing teams on regional launches.

- **Spearheaded launch of new corporate vision within region.** Developed communications plan with senior management, created and implemented employee training.
- **Enhanced collaboration via development of regional weekly newsletter** furthering company policies and initiatives. Influenced adoption by region President, and delivered localized versions.
- **Increased awareness of corporate news 40%** through implementation of televisions broadcasting company news in offices, improving communication with regional operations staff.
- **Drove increase in traffic to GEPD.com intranet.** Generated substantial employee return visits via development of strategic content featuring stories about GEPD employees and links in newsletters.
- **Developed talking points for corporate executives participating in speaking engagements,** including expert panels and internal events.
- **Led crisis management communications following crash of GEPD plane.** Partnered with executive leadership to build and deliver messaging.
- **Developed and promoted communications specialists to supervisor roles** via individual development plans and preparatory work assignments.

GLOBAL-EUROPEAN PACKAGE DELIVERY, continued

Manager, New Product Development: Charlotte, NC (2009–2012)

As member of core marketing team, oversaw development of new global products improving operational and profit performance and accelerating company's competitive advantage. Gathered business requirements, defined offerings, built consensus with executive leadership, and collaborated with internal stakeholders to launch products and deliver brand messaging strategies.

- **Co-managed launch of GEPD Portal**, company's first consumer product for management of packages and deliveries. Exceeded registered user projections within first year.
 - **Defined target user demographic contributing to successful adoption of site**, analyzing consumer behaviors and analytics.
 - **Developed communication and customer service strategies with digital marketing agencies**. Assisted in creation of messaging and led internal training initiatives.
- **Delivered global Carbon Neutral initiative** enabling GEPD to offer suite of environmental services. Partnered with Chief Sustainability Officer to define and deliver go-to-market strategy.
 - **Influenced C-level executives on product definition and strategy**. Worked cross-functionally to gain alignment and build product.
- **Both projects received North Carolina Business Chronicle and GSU Marketing Excellence Awards** for outstanding local marketing plans.

Analyst, Marketing Strategy: Charlotte, NC (2006–2009)

Led strategic and business planning initiatives analyzing viability of current and future projects. Defined and developed new products and services across business units, researching and applying market, industry, and economic trends to determine impact of global business factors.

- **Drove expansion of new categories within airfreight business**. Simplified product portfolio, enhancing appeal among small package customers.
- **Conducted research influencing GEPD to offer less-than-container loads (LCL)** on ocean freight, filling critical gap in product line.

Analyst, Competitive Analysis: Charlotte, NC (2002–2006)

Master's Intern, Competitive Analysis: Charlotte, NC (2001–2002)

Researched offerings of major domestic and global competitors. Analyzed financial announcements and produced white papers and participated in financial calls summarizing developments of competitors and impact on GEPD, market, and industry.

- **Co-wrote funding request to Grant Committee, obtaining \$25K** for Atlanta Women's Shelter.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY: Atlanta, GA

Master of Science in Management, Concentration in Marketing and Finance

UNIVERSITY AT ALBANY, STATE UNIVERSITY OF NEW YORK: Albany, NY

Major in Communications, Minor in Spanish