

MONICA MOSURE

MONICAMOSURE.COM

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SELECTED RESULTS

- Increased proposal hit rate by 30% & presentation hit rate by 15% (MS)
- 166% increase in speaking engagements and 70% improvement in press mentions (MS)
- Grew marketing services revenue to 400k in 12 months/created unit (MS)
- Increased charitable donations by more than 700% in 12 months (PSP)
- Created two new charity/community events with 400+ attendees (PSP)
- Deployed marketing & BD program that generated \$5 million in new sales and 10+ new clients (MS)
- Implemented online magazine campaign that increased revenue associated with online and print advertisements (CL)

INDUSTRY EXPERIENCE

- Professional services: planning, engineering, architecture
- Public and government services
- Business-to-business
- Business-to-consumer
- Not-for-profit: fundraising, events, and communications

SPEAKING ENGAGEMENTS

- "More Diversity = More Profit" Role: Speaker, ACEC National Conference, DC, 2020 (pending)
- "Marketing Forum" Role: Panelist, ACEC Ohio Education Series, Columbus, OH, 2020 (pending)

EXECUTIVE SUMMARY

- Professional with 14+ years' experience in business strategy, marketing, sales, operations, and communications.
- Non-profit programs and fundraising innovator with more than three years of grassroots growth experience.
- Specialties include corporate and project branding, digital marketing, marketing research and survey analysis, client benchmarking, targeting, training, public speaking, and sales execution.
- Hands-on with sales and business development activities. Build rapport with internal and external clients by building trust, developing actionable and measurable strategic plans, and providing superior customer service.
- Develop marketing initiatives based on measurable goals and highest ROIs while utilizing creative marketing/BD tactics to help companies obtain profitable and future-focused outcomes.

EXPERIENCE

MS CONSULTANTS, INC. (MS): Engineers, Architects, Planners – 10/2008 to Present
Vice President of Marketing: Provides executive-level leadership with full P&L accountability for all marketing, business development, and PR initiatives for seven business units in nine locations spanning five states. Principal strategist and visionary for marketing, business development, public relations, and communications efforts. Positions company to attain short- and long-range business and financial goals. Oversees annual \$8M budget and department of 16 staff members. Instrumental in developing business plans for \$70M in revenue generation. Oversees all proposal and presentation production and best management practices. Leader in developing and managing marketing, urban planning, and economic development business services. Member of the ESOP Committee, Board of Directors, and the Diversity, Equity and Inclusion Committee.

Major projects highlights:

- Project manager for three year CRM and accounting database overhaul. Operating in the same silo-based system since 2005, ms needed a management, implementation, and training program for better data governance, reduction in redundancies between departments, and increase usage throughout the company. This project has helped eliminate two administrative staff while increasing real-time accurate data for sales projections and costs.
- Committee member for various 5-10 year strategic planning initiatives and implementations, including internal educational program, acquisition and growth initiatives, and inter-office career and advancement plans. Committees resulted in market pursuits resulting in more than \$10M in revenue generation.
- Department leader for marketing services sales initiative and planning business unit, with total revenues of \$1.2M+ in first year.

- "Networking Like an Extrovert" Role: Speaker, SMPS Columbus Educational Series, Columbus , OH, 2020
- "The Mother of All Panels" Role: Panelist, Conference: Columbus Women in Digital National Conference, 2018
- "The Go/No-Go Checklist: And What to Do When There is None," Role: Speaker, Conference: SMPS Indiana - Education Series, 2018

- Directed team in the development, training, and implementation of project manager and marketing personnel proposal process. Personally trained 300+ personnel during the program. Training has helped reduce turnover and increase productivity timelines for new staff members.
- Visionary for corporate sustainability initiative and awards, we well as corporate charitable giving campaigns resulting in nearly 20k in donations.

PRIVATE SCHOOL PUPS (PSP): 501(c)(3) Charity Proving Dog Training Funding and Community Dog Training Education – 8/2017 to Present

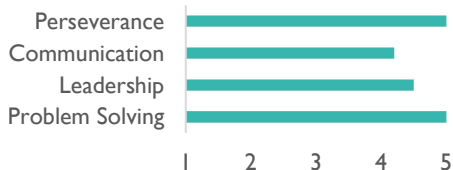
Co-founder/CEO: Direct all facets of self-built charity. Leverage marketing, creative fundraising, and business networking to meet fundraising and participation goals. Build donations through grassroots fundraising, business development, community outreach, grants, and strategic partnerships. Team with government, business, and charitable entities to increase awareness of our not-for-profit, provide them with needed funding, and collaborate to meet collective donation, foster, and dog adoption goals. Lead all aspects of digital marketing and special event activities. Serves as chairperson of the board/CEO, government outreach specialist, and main volunteer recruiter.

HARD SKILLS



Novice (1) - Advanced (5)

SOFT SKILLS



Novice (1) - Advanced (5)

Major project highlights:

- Built B2C retail store/items for purchase to support charitable giving goals. Store has diversified revenue sources, lowering our dependence on events and direct charitable giving. Revenue generation 5k in first year.
- Created website and social media campaigns resulting in 700% increase in audience and donations.
- Visionary and strategist for two key charitable giving event resulting in 400+ attendees: Rescue Races & Costume Contest and Find (or Bring) Your Fuzzy Valentine. Events alone generated \$15K+ in revenue, secured future partnership marketing companies.

CHICAGO LIFE (CL): Publication distributed through *The New York Times*, *Wall Street Journal*, and online - 8/2006 to Present (Contract Basis)

Marketing Director and Web Content Manager: Envisioned and implemented strategic marketing campaigns for the magazine - circulation of 102,000+. Held concurrent responsibilities for web content management and implementation of turnaround initiatives to drive increase profits. Directed brand management, corporate positioning, advertising, and sales collateral. Tasked with the creation and design of marketing presentations, e-mail updates, sales reference guides, media-kits, surveys, reader events, themed issues, and marketing/data reports. Established marketing and sales objectives for the sales team.



EDUCATION

- **MBA** - The Ohio State University, 2017
- **B.S. IN BUSINESS ADMINISTRATION** - The Ohio State University, 2006
– summa cum laude
- **B.S. IN E-MARKETING** - Franklin University, 2012

VOLUNTEER EXPERIENCE OR LEADERSHIP

- Board of Directors/At-large Director, American Council of Engineering Companies, Ohio Chapter, 2017-2019 and 2019-2020.
- Communications Committee Member, American Council of Engineering Companies, Ohio Chapter, 2020-2021.
- Diversity, Equity, and Inclusion Committee Chair, American Council of Engineering Companies, Ohio Chapter, 2020-2021.
- Communications Committee Chair, American Council of Engineering Companies, Ohio Chapter, 2018-2019, 2019-2020.
- Big Brothers Big Sister Volunteer/Big: 2018-2020.
- Society of Marketing Professional Services Mentor – Mentor Protégé Program, 2019-2020.

