

**Anne M. Minnello**

2625 Barnsley Way Broadview Heights, OH 44147

[ciaoanne@aol.com](mailto:ciaoanne@aol.com)

(330) 523-0096

[Linkedin.com/in/anneminnello](https://www.linkedin.com/in/anneminnello)

**SUMMARY**

Passionate and experienced marketing professional with strong leadership in brand development, advertising, media, consumer insights and strategic planning. Extensive background in developing and executing national and local media strategies which are efficient and effective in driving positive sales growth. Expertise in the areas of developing marketing communication plans; buying and planning of traditional, digital, and social media; creative development; and striving for continuous improvement and innovation.

**CORE COMPETENCIES**

- A leader in management of global media, creative agencies, and cross-functional teams based on strategic planning and commitment to effective and efficient media and targeted messaging.
- Effective budget management of U.S. and Canadian brands across media, creative, and non-working allowing for flexibility in adjusting to fiscal shifts and alignment to sales goals and projected growth.
- Brand strategy development based on extensive consumer insights to drive impactful innovation that will truly resonate with targeted audiences.
- Dedication to assisting colleagues and direct reports, enhancing their professional skills while encouraging strengths.
- A team player in collaboration with cross functional teams such as Research, Merchandise, Legal, Creative, and Supply Chain.

**PROFESSIONAL EXPERIENCE**

*Signet Jewelers; Akron, OH*

*July 2007 - Present*

The world's largest retailer of diamond jewelry, with over \$6.5 billion in revenue, which includes brands such as Kay Jewelers, Zales, Jared the Galleria of Jewelry, Banter, Blue Nile, Diamonds Direct, Peoples, Mappins, H. Samuel, Ernest Jones and James Allen.

**Director Marketing, Media Planning & Buying**

Led strategic decisions for the company's media buying and planning across all channels for United States and Canadian retail brands to drive eCommerce and Omni goals.

Selected achievements:

- Promoted three times in 16 years for outstanding work – Marketing and Media Analyst to Manager of Marketing and Media Buying/Planning to current position.
- Develop and communicate marketing briefs for various product launches and collections, building brand equity and continued growth.
- Collaborate on cross-functional teams to support our evergreen and holiday specific marketing strategies in bridal, gifting and self-purchasing supporting over \$6.5 billion in revenue, driving an optimized and engaging full funnel marketing strategy for continued growth.
- Work with Research to gain insights on consumer engagement with regards to our product and creative through various testing and panel studies.
- Strategically manage the planning, development and execution of traditional channels through the Broadcast Upfront, Scatter, and local markets for over \$300M in the U.S. and \$3M in Canada. Drive overall strategy and day-to-day implementation of digital, social, OLV and programmatic with an annual spend of approx. \$200M.
- Manage and oversee the relationship of Signet's global media agency of record currently Publicis. Essence Media (Mediacom past agencies) and three creative agencies (McKinney, Zimmerman, Badgers & Winters) on a

daily basis across all media channels, traditional (Linear, OOH, Radio, Print) and digital (Social, SEO, SEM, Display, and Affiliate).

- Maintain a leadership role in a cross functional team of onboarding two global media agencies (over a time period of 3 years) within a two-month time period while also onboarding three creative agencies across different brands.
- Built and maintain strong media partner relationships and business partnerships to ensure innovation of emerging platforms, brand relevance and fit, and new strategic opportunities.
- Leveraged both first and third party data via inhouse DMP to further enhance and complement existing digital media targeting efforts.
- Assemble a cohesive multi-channel media plan with optimal targeting and metrics based on developed KPIs and business objectives.
- Develop, maintain, and execute large multi-channel sponsorships such as the People's Choice Awards; also manage long-term sponsorships such as the Pro Football Hall of Fame.
- Grew Signet's social presence from organic to over \$20M across all platforms with a full funnel strategy and targeted optimization.
- Responsible for preparing, managing and maintaining the fiscal marketing budget for all media, creative, and non-working lines while reporting to Finance on a monthly basis.
- Implemented and executed within the media plan continuous testing opportunities driving innovation and growth.

*FedEx Custom Critical; Green, OH*

*8/04 – 7/07*

A solution of FedEx, Custom Critical is an expedited surface and air service to temperature controlled and high security deliveries.

#### **Marketing Information Analyst**

Focused on growing brand awareness within the FedEx family and the suite of service to which this brand offered the public, business to business, and the government.

- Attended B2B trade shows across the country to introduce the Custom Critical brand of FedEx and the White Glove services they offered such as fine art and exhibit transfers for museums, collectible car transfers for Barret-Jackson auctions, and animals from Sea World as examples.
- Attended Government shows and worked with Government agencies such as FBI, ATF, Army, etc. to discuss services.
- Developed and maintained a comprehensive competitive report.
- Analyzed seasonality and developed forecasting models to assist in aligning marketing initiatives.

*New York Life Insurance; Seven Hills, OH*

*5/01 – 7/02*

New York Life Insurance Company is the third-largest life insurance company in the United States and the largest mutual life insurance company in the United States

#### **Agent Assistant**

Organized and provided assistance to agents in the field.

- Provided and created insurance and long-term care illustrations for agent.
- Maintained communication with a diverse clientele.
- Participated in training classes gaining a comprehensive knowledge of long-term care and annuity products.

#### **EDUCATION**

**John Carroll University, University Heights, OH**

Master of Business Administration, Marketing

Bachelor of Science, Business