

# Corinna Anton

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**Objective** To contribute strong leadership and interpersonal skills, as well as highly applicable experience, to your firm in a marketing-management capacity

## Professional Profile

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- ◆ Goal-driven professional with 10 years of significant, progressive marketing experience and expertise that is highly applicable to marketing-management, including ability to deliver superior, personalized client service, cultivate strong business relationships, make real-time decisions, and resolve issues in a way that propels innovation and growth.
- ◆ Excellent team player who listens, thrives on collaborating with diversely talented team members, and integrates their divergent thoughts, opinions, and perspectives into meaningful action.
- ◆ Highly effective verbal and written communicator who is fluent in both English and Spanish.
- ◆ Energetic, competitive achiever who can inspire and motivate team members, successfully manage multiple priorities, and perform under pressure in a fast-paced, rapidly changing environment.
- ◆ Visionary and global thinker who is degreed in management and adept at training, developing, counseling, and coaching team members and clients.
- ◆ Computer-proficient performer with expertise in MS Windows 95, 98, NT, 2000 Pro, XP, MS Office 97, 2000, XP (Word, Excel, PowerPoint, Access, Outlook), MS Internet Explorer, Adobe Acrobat, and Quicken.

## Highlights of Professional Experience and Accomplishments

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*All experience attained during career with Stover Martin Bank, 1993 to Present*

### E-Commerce ~ Web Marketing

- ◆ Tapped emerging market of PC and Internet users by simplifying approach and training on complex electronic-payment products, persuading management, and restructuring risk parameters.
- ◆ Designed and changed Web sites; created interactive Web demos for product launches.
- ◆ Participated on core team that delivered first-in-market Internet Automated Clearing House (ACH) Origination.

### Marketing ~ Marketing Communications

- ◆ Oversaw strategic marketing planning of eight electronic-payment products that generated \$10+ million in revenue; focused on commercial banking customers, including Fortune 500 companies, as well as retail and small-business customers.
- ◆ Implemented pricing strategies, costing models, and ways to bundle products profitably; made profitability and pricing review recommendations.
- ◆ Conducted competitor and market research; developed strategies to convert other banks' customers to Stover Martin products when Stover Martin bought those banks.
- ◆ Optimized departmental advertising budgets and consistently developed marketing plans to implement projects effectively; designed marketing materials, including sales brochures, user guides, training materials, and online demos.
- ◆ Collaborated with advertising vendors for product launches to write customer-focused product brochures/letters.
- ◆ Created and/or oversaw all product-launch internal training materials, presentations, memoranda, and marketing/sales information, including memos, mass e-mails, and teleconferences.
- ◆ Streamlined marketing materials for products managed, providing automated mechanism for delivery that ensured consistent brand image.
- ◆ Successfully launched small-business product bundles, a marketing initiative that targeted small-business clients with cash-management services, including training sales force of 200+.
- ◆ Developed target marketing lists/call lists for sales force through information gathering and database mining.
- ◆ Designed and implemented new sales product information catalog.

### **Product Development/Management ~ Project Management**

- ◆ Prioritized and project-managed eight Internet-based electronic-payment products through project lifecycle, including product development, vendor selection, and launch:
  - *Pre-implementation*: Functioned as primary driver of this phase, engaging in vendor-selection and one-year/five-year strategic planning, information-gathering, creatively filling gaps as needed, and developing listings of future enhancements and business cases.
  - *Project Phase*: Oversaw project implementation; served as primary decision-maker for parameters and team-builder across numerous departments.
  - *Product Launch*: Implemented marketing-communications strategy; functioned as primary contact and product spokesperson.
  - *Product Maintenance*: Kept abreast of system, quality, competition, pricing/costing, and audit/risk issues, as well as procedural/rule changes and vendor relations; developed promotions to address sales declines; revamped training materials to reflect changes.
  - *See accompanying Project Highlights*.
- ◆ Developed product ideas that outpaced the competition; identified common threads in three seemingly unrelated projects and opened market to these products.
- ◆ Implemented yearly product plans for products managed.
- ◆ Developed strategies to broaden product functionality.
- ◆ Mastered Assistant Product Manager role quickly; within six months launched products independently; earned promotion within eight months to Product Manager position.

### **Business Analysis ~ Process Improvement**

- ◆ Developed business cases to persuade upper management to invest in product upgrades.
- ◆ Streamlined procedures through numerous innovative internal enhancements.
- ◆ Revamped system in which sales-input information was automatically triggered to Customer Service Department for set-up; professionalized letters at system's back-end to better target clients, enhance the client experience, and to ensure that letters were driven by marketing/brand strategy.
- ◆ Took initiative to optimize departmental training budget by researching training techniques and creating training; earned praise from upper and executive management for implementation techniques and consistently cited for creating "best in practice" ideas.
- ◆ Improved internal database to logically organize documents; revamped system became the company standard.

### **Professional Experience History**

- ◆ Product Manager, Stover Martin Bank, Los Angeles, CA, Feb. 2003 to Present
- ◆ Assistant Product Manager, Stover Martin Bank, Los Angeles, CA, June 1999 to Feb. 2003
- ◆ Personal Banker, Stover Martin Bank, Los Angeles, CA, June 1993 to June 1999

### **Education**

- ◆ *Bachelor of Business Administration in Marketing*, University of Texas, Austin, TX