

Cheryl Hislop

CREATIVE PROBLEM SOLVER

203.706.8369 - www.cherylhislop.com - cherylhislop@yahoo.com - Connecticut, USA

Experience

Ventus by Digi
Hopkins, MN

Marketing Manager, 2022 - Present

- Assist cross-functional teams to encourage marketing ROI, sales productivity, and growth.
- Manage third-party vendor contracts and workflow, trade show events, company web activity, and implementation of Ventus social media marketing strategy.
- Analyze lead generation through all outlets; organic website traffic, google ads, social media, and trade show events.
- Balance and maintain marketing department budget and spending.
- Oversee corporate brand transition from Ventus to Digi by visually communicating the acquisition in all digital, print, and customer facing materials.
- Develop annual educational conference used strategically for brand awareness and solidifying Ventus as an expert and thought leader for Banks and Credit Unions.
- Determine trade show schedule based on ROI and effectiveness of shows year over year.
- Understand and effectively communicate the company's key values, methodology, capabilities, and scope of brand.

Marketing Specialist, 2020 - 2022

- Supported marketing and sales department activities, including web content development and management, social media, and printed collateral.
- Developed content for corporate LinkedIn and Twitter feeds, maintain Ventus blog, event announcements, and shared related industry articles, channel solutions, and product awareness.
- Created print and digital communications.
- Collaborated with sales by producing PowerPoint presentations for new business, grow existing client relationships, and contract management.

DeltaPlus
Shelton, CT

Branding Expert/Marketing Communications, 2019 - 2020

- Managed brand transition to DeltaPlus following acquisition of Elvex in all forms of communication such as press releases, email blasts, social media, and updated all print collateral.
- Managed trade show planning, budget, and marketing collateral.
- Created and published content for fliers, catalogs, web pages, training material and graphic works.
- Participated in the development of advertising campaigns and recording ROI.

Versatile marketing professional with over ten years of creative problem solving in marketing and design; focusing on positive customer experience and growth of market position. Expert in print and digital media in both entrepreneurial and corporate environments.

Core Competencies

Problem Solving
Entrepreneurial
Self-Sufficient
Deadline Driven
Ultra Detail Oriented
Team Player
Giving and Receiving Direction
Client Relations
Creative Visual Conception
Strong Written and Verbal Skills

Education

ALBERTUS MAGNUS
BS in Business Management
GPA 3.8
New Haven, CT

SAGE COLLEGE OF ALBANY
AAS in Graphic Design
GPA 3.7
Albany, NY

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Experience

- Worked with marketing director to coordinate activities with field sales, customer service, and vendors including trade show arrangements such as registration, planning, layout, shipping and travel.
- Developed social media strategy (LinkedIn, Instagram and Facebook) and customer relationship management platforms.
- Utilized market research and sales data to generate mailing lists, targeted marketing pieces, and updated website content.

Benjamin International
Bristol, CT

Art Director, 2013 - 2019

- Procurement of pricing and production of marketing materials such as product packaging and displays from local and international suppliers.
- Managed in house and contract creative team including hiring, scheduling, and team work flow.
- Responsible for team effectiveness on all product packaging, marketing and all in house design needs for over 10,000 products.
- Event planning and marketing for roughly ten national trade shows.
- Development, launch, and management of multi-million dollar B2B E-Commerce site
- Established over 12 internal brands with specific product lines and marketing strategy creating more customer interest and engagement resulting in more sales.
- Product development and marketing strategy for new products.

LDesign Company
Remote

Owner, 2009 - 2019

- Strategic consulting and production on business branding marketing plans and strategy for customers while maintaining high level of design quality and accuracy of design projects and products as well as overseeing the logistics of all orders, innovative ideas, acquiring consultants, and marketing proposals.

Minuteman Press
East Haven, CT

Graphic Designer, 2010 - 2011

- Develop a plan of action and produce high quality and accurate design pieces meeting each unique customer need while managing all printers and cutting/post press machines.

Souders Advertising,
Albany, NY

Graphic Designer, 2006 - 2009

- Principally responsible for all graphic design needs and marketing materials.

Skills

Expert

Adobe Creative Suite
HubSpot Marketing Hub
Microsoft Office

Proficient

Netsuite
Google Ad Words and Analytics

Contact Me

CALL

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