



Debra Monkman
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SUMMARY

MarCom professional with over 6 years experience who has developed, implemented and managed marketing communications strategies in both B2B and B2C markets for performance and value products in the US and Canada. Proven strengths in meeting goals and producing high quality through excellent interpersonal, motivational and communication skills. Hands on experience with:

Marketing Communications	Product Development
Public Relations	Cross Functional Collaboration
Training	Tradeshow and Event Planning
Project Management	Budget Management
Art Direction and Package Design	B2B, B2C
Brand Management	Advertising
Graphic and Web Design	Market Research

TECHNICAL

Adobe Acrobat	Adobe Photoshop	Microsoft Word
Adobe Dreamweaver	Google Analytics	QuarkXPress
Adobe Flash	Microsoft Excel	Volusion
Adobe Illustrator	Microsoft Outlook	
Adobe InDesign	Microsoft PowerPoint	Mac & PC Platforms

PROFESSIONAL EXPERIENCE

PHILIPS ROADWAY LIGHTING, Rosemont, IL 2010 - 2012
Global lighting manufacturing company
Marketing Communications Coordinator

Developed marketing department independently for new start-up Roadway Lighting division and reported directly to V.P. of Sales and Marketing. Delivered high-quality integrated marketing communications programs in support of strategic, corporate or product marketing objectives. Coordinated PR initiatives including press releases, case studies, advertising and event coordination. Negotiated and arranged third party vendors for: creative design, video production, web design/ maintenance, translators and printers. Managed tradeshow, sales events, training; created time lines, budgets, travel, and graphics.

- Improved customer awareness by managing educational webinars including presentations, presenters and statistical reporting.
- Ensured that the brand identity was presented consistently in all communications throughout the US and Canada in both English and French.
- Maintained an integrated budget plan that was properly aligned to adhere to corporate and regional standards.
- Coordinated new product developments, new and updated product launches and project management.
- Supported team efforts including cross functional collaboration with members of engineering, inside and outside sales, and supply chain.

PLATT LUGGAGE INC., Chicago, IL 2007 - 2010
Professional case manufacturing company
Marketing Coordinator

Coordinated marketing product campaigns, advertising, tradeshow events, e-mail, and print mailings. Managed database of industry leads received from all trade shows, internet inquiries, internet campaigns and marketing websites. Planned and scheduled promotions for product lines in coordination with sales reps and distributors.

- Enhanced internet traffic and customer awareness by 80% with newly designed website. New website included: new product photography, updating product information for over 400 products and parts, website training and needed updates.
- Employee of the Quarter - May 2008
- Coordinated with National Outside Sales Representatives to reach and exceed overall sales goals.

PLATT LUGGAGE INC., Chicago, IL 2006 - 2007
Professional case manufacturing company
Graphic Designer

Updated and designed in house graphics pieces including: monthly newsletters, brochures, advertisements, promotional materials and marketing and sales collateral. Compiled monthly and quarterly sales figures, reports, quotas and commissions.

- Enhanced product awareness through internet marketing. Gained knowledge of SEO functions and help direct internet traffic to company website.
- Managed sales rep training seminars including working with inside staff, outside vendors, travel and presentations.

THE NIEW GROUP Oakbrook, IL 2006
Boutique law firm focusing on real estate and estate planning
In House Graphic Designer

Newly developed position created to enhance customer knowledge and improve business development. Main marketing point of contact for seminars and networking events. Designed in house graphics pieces including: monthly newsletters, networking invitations, company branding, brochures, advertisements and promotional materials.

- Worked on building awareness through new corporate identity, materials for networking events and developing new website.

EDUCATION

THE ILLINOIS INSTITUTE OF ART - CHICAGO
Bachelor of Fine Arts in Visual Communications
Honors Achievement Award

PROFESSIONAL DEVELOPMENT

Numerous marketing, lighting and development programs, conferences and seminars including: Lighting Fundamentals (IES), Lighting Basics (IES), Project Management, LED Lighting, Value Proposition and Marketing Strategies.