



Bonnie Gringer

One-Stop Marketing Department

One person with the business acumen and entrepreneurial instincts to identify and evaluate latent business opportunities, plus the talent, skills and experience to create fully integrated go-to-market programs that integrates salesforce collaboration. Market share and conversion boosts consistently above industry benchmarks driven by ROI evaluation. Customer engagement produced by behavior-triggered, integrated email campaigns, and demand generation web content that converts and retains customers. Exceptional cross-departmental communications keeps programs moving forward with team support, on-time & budget.

- Strategic Planning/Tactical Implementation of B2B and B2C Go-to-Market programs
- Deliver product and service campaigns focused on Web, Email and Content Marketing
 - Maintain Best Practices and Competitive Advantage focused on marketing automation solutions
 - Copywriting, Graphic Design, PowerPoint Presentations, Video, Prototypes, Sales Material
 - Lead Nurturing Campaign Workflow Management / Behavior-Triggered Campaigns
 - Website/Ecommerce Content Development & Management
 - Lead Generation Management/ Scoring/ Traffic Analytics/ Database CRM

PROFESSIONAL EXPERIENCE

M-D BUILDING PRODUCTS – LOXCREEN DIVISION, Oklahoma City, OK & Brooklet, GA

A leader in the production of aluminum and plastic extrusions in the home and garden industry

Sales and Marketing Manager

12/2012 - Present

- Launching new, often complex, product lines through use of integrated and personalized email campaigns
- Design all associated inbound, outbound content, catalogs, advertising, presentations and trade show material
- Manage ecommerce updates, product data attributes, sales reporting and customer segmentation
 - Optimize dynamic landing pages, email and multiple-channel campaigns through analytics and behavior-triggered messaging produced a 156% boost in CTR over industry norms, a 124% growth in database size, increases in repeat opens and website page visits per viewing session, resulting in a campaign ROI of 275%
- Expanded 2nd year market share by creating distributor relationships with Home Depot, Amazon.com, Arett, Gro Group and major American vineyard suppliers
 - Revenue growth up 150% on average 45% margin
 - Recognized as most successful “soft start” program in Arett’s 65-year history
 - Sales increase in 2015 projected between \$3.5MM – \$10.5MM

SOUTHERN CREDIT PARTNERS.COM, Brooklet, GA

On-line credit restoration and home loan approval program

Vice President Sales & Marketing

4/2007 – 12/2012

- Boosted home sales in stagnant/declining market by \$2.5MM average/year through promotion of program that helped buyers remedy credit problems and achieve mortgage approval
- Start-up business targeting multiple markets required carefully-controlled, performance-based funds allocation to keep spending within budget
 - Developed individualized “Action Plans” customized in accordance with lender’s requirements for each client’s unique credit profile, with execution managed through database sales/marketing automation
 - Purpose-designed dashboards helped keep applicants engaged through action plan updates, video training, achievement calendars, next step reminders, and credit-improvements data visualization charts and graphs. Retention increased 42%, producing a 25% growth in closings and 18% in annual revenues
 - Email reminders responded to each client’s position within the sales funnel increased year-over-year conversions by 20% and produced a 70% opening rate on embedded cross-selling offers
 - Created auxiliary supporting efforts; incentive programs, alliances with community organizations, affiliate partnerships, live seminars, voice broadcasting campaigns, point-of-purchase tie-in promotions
 - Equipped affiliates with co-branded sales kits, collateral materials and access to website portal



PROFESSIONAL EXPERIENCE (Continued)

FRIESIANEXCHANGE.COM, California, Texas, Las Vegas, North Carolina, Virginia

Directory of stallions-at-stud and horses for sale

President

4/2001 – 4/2007

International Friesian horse importer, sales broker and breed consultant

- Created *Friesian Breed* online magazine and website portal
 - Developed online database for horse breeders to make better breeding choices, purchase/import horses
 - Managed a network of satellite office reporters, sales reps and content developers

AIRSHOP LTD., New York, NY

Teen Fashion Ecommerce Website and Print "Maga-Catalog"

Vice President Sales & Marketing

1/1998 – 3/2000

Conceived and built e-commerce website that published teenagers' artwork, poetry and writing, offered chat room and advice from Airshop's on-staff big sister at "Planet Kiki"

- Built user base through interactive on-line campaigns
- Managed team of programmers
- Created press releases and generated press coverage
- Raised \$5MM in mezzanine funding

FASHIONMALL.COM, New York, NY

Portal for fashion retailers of men's and women's fashions and accouterments

Sales & Business Development Manager

1/1995 – 1/1998

Managed business expansion and content development for one of the 1st e-commerce websites, that eventually drew more fashion traffic than its top three competitors combined

- Provided sales, marketing, advertising opportunities to 70+ top brands, including Gap, J Crew, Visa
- Developed company brands: Body Slimmers, Carol Lee Jewelry, Air Shop Catalog, FUBU
- Started teen division
- Added partners AOL, Yahoo, Excite

TECHNOLOGY SKILLS

SOFTWARE: Word, Excel, PowerPoint, Publisher, Photoshop, InDesign, Illustrator, EzPog Planograms, Joomla (CMS), Survey Monkey, JotForms, Studio 8 (Video Editing), Zoho CRM (Sales & Marketing Management), Webcasting, Google Analytics, Tableau (Data Analytics), Act-on (Marketing Automation, Email Marketing, Inbound Content, Lead Tracking, Campaign Workflow, Analytics), Mail Chimp (Email Campaigns), PROGRAMMING: Basic HTML, CSS, Scripts and Code; NETWORKING: FTP LAN, WAN, POP, SMTP, VPNs, TCP/IP, DNS, IP. More at: <http://www.bonnie-gringer.com/technical>

EDUCATION AND PROFESSIONAL TRAINING

DEGREE PROGRAMS

FASHION INSTITUTE OF TECHNOLOGY, New York, NY

Bachelor's Degree Program (30 credits completed)

1991

Marketing Communications

Associates Degree Program

Merchandising Management

1990

CERTIFICATIONS

NEW YORK UNIVERSITY

1996

Multimedia Technology

Internet Technology

HUBSPOT ACADEMY

Inbound Marketing Certification

2014

HOOTSUITE SOCIAL BUSINESS ACADEMY

Social Media Marketing Certification

2014