

DANA LEAVY-DETRICK

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CAREER PROFILE

Marketing professional with 5+ years experience combining campaign development, project management, and market research and analysis to drive integrated advertising and marketing programs across digital, print, and broadcast media. Demonstrates an ability to penetrate new markets and expand existing business opportunities using strategic planning and cutting edge research methodologies. Experienced in coordinating cross-functional teams within marketing, creative, sales, and editing to create and execute revenue-generating campaigns and increase audience engagement.

SKILLS

- o Integrated Marketing Campaigns
- o Market Research & Analysis
- o Project Management
- o Vendor and Client Relationships
- o Leadership & Management
- o Website Performance & Analytics
- o Sales Presentations
- o Nielsen Software, Research Software (MRI, Scarborough, Ad Measures, Starch)
- o Fluent in Spanish

PROFESSIONAL EXPERIENCE

Associate Marketing Research Manager, TIME INC., New York, NY 2011 – 2013
Supported marketing, advertising sales, and editorial teams in conducting marketing research for People and People en Español Magazines. Assisted the marketing department in the development of marketing and sales materials, advertising campaigns, and value-added concepts for subscribers.

- Partnered with the digital teams on the redesign of the People.com homepage, working with digital analytics to track website performance across page views, user engagement, and retention.
- Assisted in the rollout of first time TV marketing campaign strategy that increased awareness of the People Magazine brand and generated an 8% increase in newsstand sales.
- Conducted quantitative and qualitative studies on current and prospective consumers that resulted in increased subscriber retention rates, website traffic, ad buys, and newsstand sales.
- Developed customized questionnaires and focus group scripts that streamlined market research data into easy to grasp reports targeting the needs of each individual client.
- Coordinated first-ever Festival event in San Antonio, managing project budget, hiring vendors and staff, organizing the research panel, and successfully reaching goals for respondent rates and engagement.

Marketing Research Analyst, MADISON SQUARE GARDEN, New York, NY 2008 – 2011
Led a team of 4 marketing research analysts and support staff in developing research studies for marketing campaigns for the New York Knicks, New York Rangers, and Radio City Christmas Spectacular. Provided marketing and ad sales support to drive campaigns with high client satisfaction and revenue generation.

- Developed sales and marketing materials for sales presentations that generated revenues of up to \$2 million, and above average client satisfaction levels via company tracking polls.
- Assisted with integrated advertising and marketing campaign across print, television and broadcast, which drove a 10%+ increase in patron attendance at the Radio City Christmas Spectacular.

EDUCATION

B.B.A, Marketing, LIM College