

Mindy R. Sanderson

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SUMMARY

Highly regarded professional with a solid track record of account management; creating and sustaining long-term client relationships; organization and optimization of complex processes, and able to adapt to fast paced and changing environments. Adept at developing valuable and sustainable working relationships at all levels of the organization, based on trust and expertise; creating cost effective solutions; problem resolution; team building; managing and delivering multiple projects.

Selected areas of accomplishment:

Customer Engagement and Optimization

- Developed and implemented Vistaprint's customer voice program, resulting in a 1983% increase in testimonials within 12 months of launch
- Increased Vistaprint's top-of-mind awareness among target audience by developing extensive "How to Market Your Business" webinar series
- Delivered a 125% increase in revenue while decreasing marketing spend 70% annually
- Conceived and launched Vistaprint's Marketing Learning Center, providing customers with educational content, videos and tutorials to more effectively market their business

Marketing Operations

- Developed procedures and guidelines to ensure and support Vistaprint's global implementation of new corporate brand materials
- Achieved 50% reduction in work effort by streamlining the data collection process for NPACE's extensive speaker management program
- Tapped to lead high visibility and complex projects such as the launch of internal portals, media relations and website usability testing

Meeting, Tradeshow, Event Planning

- Overhauled Vistaprint's tradeshow program resulting in 20% cost savings while maintaining the company's ability to target and drive better results
- Delivered a 200% and 40% increase in revenue and attendance respectively over a 12 month period of time

EXPERIENCE

MARKETING SPECIALIST, MARKETING COMMUNICATIONS, Vistaprint – Lexington, MA

JUN 2007 - Present

Online provider of professional marketing products and services to micro businesses

- Member of the North American marketing team credited with helping the company grow from \$300 million to \$650 million
- Recruited to expand and enhance company's tradeshow activities to maximize brand awareness, customer acquisition and retention opportunities
- Through a more thoughtful tradeshow approach, achieved a 19% increase in revenue and 20% reduction in costs
- Drove a comprehensive customer and prospect education program that leveraged multi-media platforms and resulted in thousands of impressions per month
- Expanded small business marketing "live" webinar series by addressing topics including: marketing mistakes, email marketing, direct mail, writing compelling copy, logo design and recession proof marketing tips
- Updated and standardized requirements and reporting for event ROI with analytics team
- Work with customers to help tell their story through testimonials and case studies, while developing a customer network for research and feedback
- Became a featured small business marketing specialist in meetings, blog posts, radio, press releases and online networks
- Project managed corporate re-branding initiative: including initial survey research, testing and development of logos and taglines, implementation, roll-out and ongoing maintenance of corporate brand

ASSISTANT DIRECTOR OF MANAGEMENT EDUCATION, ZweigWhite, Natick, MA

JAN 2006 to MAY 2007

Management Consultant firm for engineering and architecture industry

- Executed and implemented operations and logistics for 150 management education seminars and 4 conferences reaching over 8,000 clients annually
- Achieved a 25% reduction in costs by setting new guidelines and restructuring venue and vendor selection criteria
- Developed all marketing and seminar collateral materials

- Acted as liaison between management, consultants, and internal departments to ensure seamless programs and swift problem resolution
- Planned and approved marketing timelines, program schedules and new program opportunities based on trends and location of clientele

CONFERENCE PLANNER, NPACE, Natick, MA,

JAN 2002 – JUN 2005

Medical education conference provider to Nurse Practitioners

- Managed all conferences and meetings ranging from 150 – 1,000 attendees and including food & beverage budgets ranging from \$5,000 to \$200,000 per event
- Entrusted to review and write internal procedures including: speaker management, registration, marketing materials expense reporting and master account reconciliation to optimize employee experience
- Sourced, negotiated, managed and nurtured working relationships with vendors
- Assisted in design and production of all conference brochures, marketing materials, mailings and email campaigns

MAJOR ACCOUNT RECRUITER, TRS Staffing/Ambit Technology, Boston, MA

2000 – 2001

Staffing agency specializing in contract IT solution

- Sourced, interviewed and placed contract IT professionals for firms leading account, Fidelity Investments

ACCOUNT SERVICES, Ziff Davis Events/COMDEX/Key 3 Media, Needham, MA

1999 – 2000

Producer of information technology trade shows and conferences

- Managed all event housing for ultra-large conferences (200,000+ hotel rooms) such as COMDEX, JavaOne and Seybold
- Reduced risk and maximized revenue by evaluating business processes and implementation of internal procedures as well as communication between show management, customer service and venue community

Relevant and Prior Experience

Joan & Ed's Deli, Natick, MA

Integral part of a family business of 33 years, working on all aspects of the restaurant from marketing customer relations, restaurant operations and office management

- Learned the value of a customer and building relationships at a young age
- Created and implemented marketing campaigns including direct mail and social media
- Revitalized the restaurants brand identity and created marketing materials for campaigns and collateral
- Implemented office procedures, database management and forms to streamline daily office work

Account Operations Manager, Passkey, Inc., Quincy, MA

1998 - 1999

Account Manager, Rogal America, Watertown, MA

1996 - 1998

Reservations Manager, Ramada Valley Hotel, Scottsdale, AZ

1995 - 1996

Front Desk Supervisor, Arizona Biltmore, Phoenix, AZ

1994 - 1995

EDUCATION

BACHELOR OF SCIENCE, Hotel Management, New Hampshire College, Manchester, NH

DEC 1993

ASSOCIATES OF SCIENCE Liberal Studies, Dean College, Franklin, MA

MAY 1991

SPEAKING ENGAGEMENTS AND MEDIA

BRAND IDENTITY: BEYOND INITIAL DESIGN, Free Marketing Made Easy

OCT 2009

SMALL BUSINESS HELP FROM VISTAPRINT, Build Your Business Radio

JUN 2009

COST EFFECTIVE MARKETING FOR SMALL BUSINESSES, Lexington Chamber of Commerce

APR 2009

HOW TO "GREEN" YOUR MEETINGS ECO-FRIENDLY PRACTICES, Corporate Incentive Travel Magazine

MAR 2007