
AMY MUTUAL

• ahmutual@aol.com

• kaiserrealty.com



at

Recent Recognition

11.17.09 -Named **Top 40 Under 40** Future Business Leaders by Mobile Bay Monthly, a program to recognize 40 of the top individuals younger than age 40 who demonstrate leadership and professional excellence.

10.29.09 -Top 3 Fundraisers for American Heart Association's 2009 Heart Walk

Summary

Results-driven marketing executive and experienced online marketer with an innovative, strategic approach and proven, quantifiable success.

- Strong strategic, analytical and quantitative ability
- Extensive Internet marketing experience
- Ability to lead and inspire teams
- Excellent interdepartmental communication skills
- Advertising Agency experience
- Success in fast-paced, dynamic environments
- Strong problem solving and identification skills
- Extensive media buying and contract negotiation skills
- Market analysis and demographic research
- B2B, B2C and E-commerce experience
- 7+ years progressive marketing experience
- Ability to develop successful distribution channels
- Skills in developing strong relationships with industry partners

Marketing Communications Manager

Instant Software, Inc.

- Oversee all brand marketing and corporate marketing communications.
- Create and manage Public Relations initiatives.
- Create, manage and evaluate all internet marketing activities and email promotions.
- Format and monitor industry trend reports and instructional software whitepapers and webinars.
- Manage and drive traffic to ISI Corporate Website.
- Manage advertising strategy (including ad creation, placement, and ROI analysis).
- Create and manage direct mail campaigns.
- Create, update, and manage printed marketing collateral such as product sheets and brochures.
- Manage Social Media campaigns (Facebook, Blog, Twitter, etc).
- Propose, manage, and analyze sales promotions.
- Manage co-marketing efforts with business partners.

Apr 2006 - Nov 2009

Director of Marketing

Kaiser Realty Vacation Rentals and Real Estate Sales

- Managed all marketing efforts for real estate sales and 650 vacation rental properties.
- Conceived and implemented strategic, comprehensive annual marketing plans and budgets with a heavy focus on Internet marketing strategy resulting in a 27% increase in annual revenue, a 122% increase in Web traffic and a 64% increase in online revenue.
- Successfully developed brand awareness and widespread public relations campaigns in a post-hurricane environment.

- Determined, executed and monitored Internet marketing strategy, including E-commerce strategy, SEO, SEM, paid Internet advertising, linking strategy, email campaigns and the implementation of RSS feeds.
- Managed all aspects of PPC placement, with Google Adwords, Yahoo and Microsoft adCenter. Worked with interdepartmental service development groups to create new customer service programs, develop timelines and promote new service programs to potential and existing customers.
- Compiled and interpreted market research, on-site and off-site Web analytics, and conversion metrics CPM, CTR, CPC, ROI) to improve the user experience resulting in the market's largest gain in revenue and market share.
- Developed and maintained valuable business partnerships and industry relationships.
- Directed the creative strategy of ads and promotional materials to build effective, consistent ad campaigns.
- Researched and negotiated all national and local media placement and contracts with third party vendors.
- Managed multiple customer databases, increasing the effectiveness of direct mail and email campaigns.
- Managed, monitored and mentored the marketing team to maximize productivity, company recognition, career development and job satisfaction.
- Managed events, fundraising, and fulfillment for company sponsorships.

Jul 2005 - Apr 2006

Marketing Services Coordinator

Compass Marketing

- Generated and implemented full-scale marketing plans for clients such as Arnold Palmer designed resorts, the Southern Breeze Wine + Culinary Festival, SouthCoastUSA and online travel guides.
- Researched, determined, presented and implemented marketing strategy for clients.
- Conceived and implemented Internet marketing strategy for online travel guide resulting in the over-delivery of leads for advertisers by 110%.
- Involved in corporate marketing strategy and company initiatives, including a company program designed to improve community relations externally and improve company morale internally.
- Generated market research and proposals for new business, including responses to government RFPs for the states of North Carolina and Florida.

Aug 2003 - Jan 2005

Presenter/Educator

Crittenton Youth Services

- Met with schools and youth organizations to market and schedule programs with a 100% success rate.
- Conducted market research, including the evaluation of competing written and online curricula to improve area programs.
- Promoted and led character-based presentations in public schools.
- Successfully conducted 160 presentations with approximately 4000 participants.
- Heavily involved in grant writing with national grant-funded programs and led program evaluations per grant specifications.
- Created and implemented an approved curriculum specific to senior-level economics classes, which explained the economic impact of teen behavior.
- Created and implemented programs demonstrating media influences on teens.
- Provided activity-based programs at group homes and area Boys & Girls Clubs.
- Assumed team leadership roles and designed character-based activities book for national distribution.

Jan 2003 - Aug 2003

Media Buyer/Planner

Sullivan St. Clair/SunSouth Homecare

- Purchased national and local television, radio, print and outdoor media for multiple clients.
- Researched, developed, presented, negotiated and implemented media strategy for clients in market's top advertising agency.
- Developed strategies involving target audiences, optimal positioning and increased profitability.
- Specialized in direct response, B2C accounts.
- Generated presentations for clients containing market research and full-scale media plans.

Oct 1999 - Apr 2002

Owner/Interior Designer

Hinote Interiors

- Started business from ground floor.
- Performed Interior Design services throughout the Mobile and Baldwin County area.
- Selected to decorate the premier homes in the Historic Homes Tours in 2001 and 2002.
- Assumed responsibility for all marketing and retail operations in busy downtown area.
- Generated business through inside and outside sales.
- Gained heavy experience in marketing, price negotiation, purchasing, entrepreneurship and public relations.
- Served as company buyer at furniture markets in Atlanta, High Point and Tupelo.

1997

BS In Business Management Studies

University of South Alabama

Marketing Management

Media Planning/Buying/Negotiation Direct Mail Public Relations Print Buying Development of marketing plans RFP responses Managing marketing budgets Managing with third party vendors Directing creative strategy Writing and creating collateral and promotional materials Analytics and evaluation

Internet Marketing

Search Engine Marketing (SEM) Search Engine Optimization (SEO) Online Display Advertising On-page and Off-page Optimization Viral Marketing and Social Media Email Marketing Online Reputation Management ROI Analysis and Web Analytics PPC Strategy and Placement

Computer Skills

AdAssist Advantage First Resort Google Analytics HTML InDesign IndexTools Microsoft Office (Word, Excel, PowerPoint, Access) Omniture Photoshop QuarkXPress SEO Tools (i.e. Crazy Egg, Ow.ly, WordTracker, Ranking Manager, etc.) SmartPlus SPSS Strata WordPress

Peggy Parrish

Ashley Ouellette

Tony Glover

Michelle Russ

"Amy is a great marketing professional. She is organized, creative and extremely talented. I worked with her on several projects which were all very successful because of her ability and leadership."

John Strobe

Eric Cooper

"I have worked with Amy for several years and have enjoyed the knowledge that she brings to the marketing field." November 16, 2009

J. Gary Ellis

Connie Carlisle

Robert Schaudel

"As the Marketing Director at Kaiser Realty, Amy was my key contact regarding a strategic marketing business intelligence program that her company was considering purchasing. Working with Amy was a pleasure due to her personable demeanor as well as professionalism. Amy had a comprehensive understanding of the dynamics of her company's needs and was able to clearly communicate the details necessary to accomplish the goals with which she desired. Amy's knowledge of the marketing environment as well as understanding the tools available to her and how they would fit into her vision allowed for creative and innovative applications of new technologies. Amy is a knowledgeable and firm advocate for her company and their strategic goals." July 13, 2009

Brad Barker

"Having served under Amy for over 2 years, I can say that Amy is a top-notch Marketing Professional in nearly every aspect of the field. Under her direction, I have grown as both as a marketer and a professional. Amy's planning is impeccable, and her strategies have been an indispensable asset to Kaiser Realty, directing a marketing campaign that led to the best revenue year in company history in 2008. Any company would be lucky to have her on their team. Her skills cover nearly the entire spectrum of the marketing field, including internet marketing, SEO/SEM, print buying, planning and strategy, as well as email marketing. I believe her greatest strength to be in statistics and reporting. Her ability to not only carry out the marketing plan but also show the results, is what really sets her apart." September 15, 2009

Tim Dozier

"I have worked with Amy for several years on several extremely large projects. Her organizational skills are outstanding and has a vast knowledge and understanding for marketing that makes her a great asset. There were several times where I believe we might not have hit deadline if Amy had not been steering the ship." November 11, 2009

Trent Blizzard

"Amy has all the qualities of a great marketing manager. I have worked with Amy for several years now and know her as the best marketing director I have ever worked with! I would describe her as a real expert who is industrious, energetic, effective, curious, knowledgeable, fair and... fun to work with. Everyone in my company, without exception, considers her a model client who knows how to get the most out of her vendors and staff. Thanks Amy, for being such a good partner." September 21, 2009

Michael Gualano

"When it comes to marketing, Amy is a rare breed. She's bright and innovative, but she's also a class act both personally and professionally. I worked on projects with Amy in the past and look forward to working with her again. She's an asset to any organization and if you have the chance to work with her, I highly recommend it." December 10, 2009

