

# GRETCHEN MAKELA

## PROGRAM EXPERIENCE/SKILLS

- Marketing communications,
- Strategic development,
- Event marketing, product management and execution,
- Detailed, effective communicator,
- Agency, vendor, and sponsorship relationship management,
- Digital deployment, email automation, campaigns,
- Microsoft Office Suite
- Adobe Creative Suite
- Salesforce.com/CRM Tools
- Pardot, Marketing Cloud, Mail Chimp, Eloqua, Marketo, HubSpot, Cvent, SharePoint, Lead Systems,
- Google Analytics, SEO, SEM, AdWords



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Marketing Communications and Event Executive with broad expertise in all capacities of B2B promotions, strategic development, growth marketing, and business development.

## EXPERIENCE

2023–present

**MARKETING EVENTS / CHANNEL PARTNER DIRECTOR** • NEUTRIK GROUP | CHARLOTTE, NC

- Managed all channel/distributor and OEM partner marketing initiatives and media calendars, go to market product promotions, PR, advertisements, external communications and brand consistency across all channels,
- Developed B2B marketing communication strategies, budgeting, planning and execution, and pre-to-post event campaigns for up to 20 global sales and marketing events nationwide,
- Structured new processes and solutions focused on growth projections for sales channels,
- Developed an insight driven, strategic brand marketing vision and annual/seasonal plans for associated brands,
- Created email campaigns, lead development, tracking, and measurement for ROI,
- Produced creative resources, DAM toolkit, Salesforce integration and adaptation, and brand alignment across all channels.

2021–2023

**MARKETING CONTRACTOR** • MANUFACTURING, INSURANCE, BANKING | CHARLOTTE, NC

- Planned and facilitated sales webinars, large-scale trade shows, events and meetings,
- Developed an insight driven, strategic brand marketing vision and annual/seasonal plans,
- Addressed business objectives and organizational priorities to help advance mission impact, brand relevance and revenue goals,
- Franchise marketing, social/digital campaigns, lead development, uniform brand guidelines and applications,
- Lead long-term marketing growth strategies and effectively influence senior management with forecasting to drive optimization,
- Collaborated with internal teams and agencies/ vendors to create and implement content across owned, paid, and earned channels that engages target audiences.

2016–2020

**SENIOR DIRECTOR OF MARKETING AND EVENTS** • GALLAGHER | ROLLING MEADOWS, IL

- Corporate Director over B2B marketing strategies and events for \$6 Billion publicly traded corporation, managing brand implementation, global events and sponsorships,
- Managed outside vendors, ten marketing staff, designers, and coordinators, negotiated contracts, legality, and vendor agreements for all corporate events,
- Executed 20 annual global corporate events, trade shows, and client hospitality events, pre-to-post show campaigns, leads, metrics, measurement, and ROI,
- Managed IndyCar sponsorships with Chip Ganassi Racing, Carlin Racing, and NHRA Pro-Stock Racing, MLB Cubs, and PGA Golf tournaments, annual contracts, co-op partnerships, promotions, and licensed merchandise,
- Supervised day-to-day operations and sponsorship activation and partnership marketing efforts, working directly with client team and outside vendors,
- Managed over 16 races with budget over \$15M, coordinating large group outings, PR, promotional tools, and social content across all platforms.

2012–2015

**DIRECTOR OF MARKETING** • TRADETEC SKYLINE EXHIBIT HOUSE | LOMBARD, IL

- Director of Marketing over all internal and external strategy and marketing plans,
- Created KPI goals and metrics, P&L, budget management, demand generation, data segmentation of leads and lead scoring,
- Analyzing sales data, consumer trends, and market metrics to drive consumer loyalty,
- Defined new processes for sales funnel and pipeline goals, consumer mapping and B2B customer journey,
- Managed all advertising, PR, and social media engagement, including blogs, content, networking, email automation campaigns, landing pages, and digital forms,
- Implemented Salesforce.com, IT API integration with email automation software, data.com, marketing cloud, Pardot, and SaaS software applications,
- Managed all brand marketing promotional pages, website, and PR,
- Developed KPI dashboards, established measurement programs, and tracking solutions.

2007-2012

**MARKETING COMMUNICATIONS MANAGER** • RAULAND-BORG (AMETEK) | MOUNT PROSPECT, IL

- Head of marketing communications initiatives, B2B strategies, tactical planning, and implementation of brand, design, and creative execution worldwide,
- Collaborated with R&D development of new consumer products, customer trends, and market release coordination,
- Managed creative development and execution of new brand and all marketing collateral,
- Managed team of designers, vendors, and marketing support personnel,
- Attributed to company-wide growth from \$100 million to \$150 million in four years,
- Executed over 30 annual domestic and international trade show events, conferences, product launches, corporate events, and regional sales meetings,
- Managed marketing communications, digital/print campaigns, and market strategies for products/services to over 100 Distributors/sales channel worldwide.

2005-2007

**MARKETING MANAGER** • ECOLAB CORPORATION | ST. PAUL, MN

- Marketing Communications Manager within Pest Elimination Division,
- Event planner, trade show manager and facilitator over annual 16 Regional Sales Meetings, 30 trade shows and events,
- Direct contact for marketing agency, copywriters, and designers for Ecolab division,
- Creator and author of newsletters, PR, marketing product presentations and collateral,
- Managed marketing plan, executed marketing initiatives and campaigns,
- Planner of monthly meeting events, materials, schedules, and presentations for sales to field of over 2,000 Pest Associates.

## **EDUCATION**

**B.A. JOURNALISM/ADVERTISING, MINOR MARKETING** | UNIVERSITY OF MINNESOTA, TWIN CITIES, MN / 1995-2000

**CTSM (Certified Trade Show Marketing)/ Management Training**