

GRETCHEN MAKELA

PROGRAM EXPERIENCE/SKILLS

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

Accomplished Marketing Executive with extensive experience in b2b marketing looking for new opportunity to expand career.

EXPERIENCE

2020–present

MARKETING CONTRACTOR • MANUFACTURING, INSURANCE, BANKING, MISC. CHARLOTTE, NC

- Planned and facilitated sales webinars, trade shows, and meetings for outside teams,
- Designed digital and print campaigns, and sales brochures,
- Developed an insight driven, strategic brand marketing vision and annual/seasonal plans for assigned brands,
- 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,
- Helped manage and develop marketing initiatives to support franchises, sales initiatives, to grow ROI,
- Lead long-term marketing growth strategies and effectively influence senior management with forecasting to drive optimization,
- Collaborated with cross functional leadership within and outside of marketing and lead agency relationships.
- Helped produce sales events, meetings, trade shows, consulting best practices,
- 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, brand, and events, managing brand implementation, creative direction, global events and sponsorships to drive sales,
- Managed outside vendors, marketing staff, designers, and coordinators, negotiated contracts, legality, and vendor agreements for all corporate events,
- Generated content for social media platforms, integrated digital and email campaigns, PR for events and racing sponsorships,
- Created new branded assets, graphics, and DAM tool for managing internal and external creative,
- Executed 40 annual global corporate events, meetings, trade shows, and client hospitality events to over 2,000 clients, vendors, and prospects,
- Redesigned and implemented new exhibit and small booth assets and materials to coincide with updated global brand, messaging, value prop, and corporate identity,
- Managed IndyCar sponsorships with Chip Ganassi Racing, Carlin Racing, and NHRA Pro-Stock Racing, MLB Cubs, and PGA Golf tournaments, budgets, annual contracts, co-op partnerships, promotions, and licensed merchandise,
- Managed over 16 races with budget over \$15M, coordinating large group outings, hosting clients and prospects, PR, promotional tools, and social content across all platforms,
- Implemented lead measurement campaigns via Salesforce, collecting new sales opportunities, benchmarking events, data, metrics, and analytics,
- Managed team of creative designers, marketing staff, and vendor relationships,
- Recommended event & activation strategy to senior leadership and directed them through event planning and onsite execution.



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2011–2015

DIRECTOR OF MARKETING • TRADETEC SKYLINE, LOMBARD, IL

- Director of Marketing building strategic B2B marketing plans - direct to market to drive revenue growth,
- Created KPI goals and metrics, 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,
- Planned and executed all corporate events, sponsorships, meetings, trade shows, and hospitality,
- 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, and SaaS software applications,
- Managed all brand marketing tools, videos, SEO, SEM, social media pages, strategy, and branding,
- Developed KPI dashboards, established measurement programs, and tracking solutions,
- Managed Google and CRM website analysis insights and data results.

2007-2011

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 to establish new consumer products, customer trends, and market release,
- Managed creative development and execution of new brand and all marketing collateral for Responder Nurse Call medical life-safety product lines, software, and product integrations,
- Hired and managed marketing agencies and vendor relationships, along with complete execution of integrated mix of sales/distributor support,
- 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,
- Implemented effective marketing mix materials for both Healthcare and Education divisions, creating brochures, sales sheets, PR, direct marketing and case studies, video production, applications, and integrations of other platforms for external education and marketing purposes.

2005-2007

MARKETING MANAGER • ECOLAB CORPORATION, ST. PAUL, MN

- Marketing Communications Manager within Pest Elimination Division of Ecolab Fortune 500 Company,
- Event planner, trade show manager and facilitator – 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 to coincide with sales programs,
- 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 Courses (Certified Trade Show Marketing), event training, Dale Carnegie Management Certifications.