

Elisa Roland



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Summary

Marketing & executive professional with a proven track record managing projects and campaigns that deliver.

Skills

Account & project management, brand/product launches, digital/print, public relations, events, photoshoots, content development.

Google Suite, PowerPoint, Excel, Monday, Agile, Slack, Canva, Excel, Word, Animoto, Wix, WordPress, Linked In Sales Navigator.

Professional Certificates in Project Management, Google, July 2023

Experience

Marketing & Campaign Director at Metaforce 2021-present

- Manage multiple brand marketing campaigns from strategy to execution - B2B/B2C (Unisys, Certinia SoftwareOne, Fortitude-Re Insurance, etc.), sustainability storytelling initiative
 - Manage go-to-market campaigns from initial strategy/creative brief to planning to activation/execution (digital ads, website, video, landing pages, social media)
 - Integrate teams - creative, production, product managers and stakeholders
 - Effectively organize, maintain all scheduling and milestones and budget parameters
 - Maintain & manage branding guidelines and requirements
 - Content development proofing and editing
- Manage internal communications - website, email blasts, newsletter & social media.
- Pitch new business prospects.

Communications Manager at Bolide Communications 2019-present

- Manage & execute public relations/marketing campaigns - media pitches, press releases, product launches.
- Media research.
- Content development
- Integration with partners and stakeholders.

Content Developer & Writer 2012-present

- Write content for business, pop culture, medical and news - Reader's Digest, Children's Specialized Hospital, Hometown Quarterly Women in Business, etc.
- Conduct interviews and source photography.
- Identify and cultivate media relations.
- Integrate SEO.

Marketing Campaign Manager at Everyday Media 2012–2016

- Managed creation of catalogs, online content, newsletters and event material.
- Coordinated with product managers, designers, and writers.



Account Director at The Designory 1997-2005

- Led marketing for agency of record on the Mercedes-Benz Corporate North America account (MBUSA)
- Managed agency creative and account team
- Effectively developed and launched award-winning marketing campaigns and deliverables
- Strategized and developed briefs for existing product line and new car launches
- Integrated across marketing channels and collaborated with marketing partners and stakeholders
- Maintained budgets, scheduling, and project management
- Acquired new business

Account Supervisor at Wells Rich Greene/BDDP (Byer & McGuggart) 1993-1997

- Managed IBM RS/6000 B2B account.
- Managed the development of all marketing campaign materials & branding identity.
- Wrote briefs and initiated all campaign projects.
- Handled all scheduling, project planning, budgeting, and execution.
- Coordinated with product managers, designers, and writers.

Education

School of Visual Arts

Advertising and copywriting

Rowan University

BA, Communications/Advertising

Activities/Orgs/Awards: Women In Communications, Mountainside Education Foundation, SCBWI, Phi Sigma Sigma, children's book author, The One Show, International Automotive Ad Awards. <http://www.elisaroland.com>