

Barbara R. Giovanetti

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EXECUTIVE PROFILE

Marketing and communications professional with over 15 years experience across a broad range of marketing functions and diverse industry segments. Proven ability to combine creativity and business knowledge to develop successful communications campaigns. Outstanding project management skills delivering within budget and tight deadlines.

Areas of expertise include:

- Corporate Communications
- Marketing Strategies & Campaigns
- Web & Print Content Development
- Project Management
- Branding, Rebranding
- Product Marketing Development
- Creative Team Leadership
- Account Management
- Public & Media Relations
- Event Management
- Budget Management
- Vendor Management

PROFESSIONAL EXPERIENCE

BlueCross BlueShield of South Carolina | Corporate Communications Account Representative *Columbia, South Carolina | December 2018 – Present*

Lead creative teams in defining, conceptualizing and implementing strategic marketing communication plans for high-level accounts.

- Oversee 125+ projects monthly from beginning to end.
- Account Representative for five top business units.
- Manage monthly internal employee health campaigns.
- Develop marketing communication strategies in B2B markets.
- Proven track record of client development and relationship building.
- Excellent customer service, organizational and presentation skills, ability to work independently, while prioritizing effectively in order to make sound decisions.
- Collaborate daily with internal marketing teams to support client demands.

BlueCross BlueShield of South Carolina | Senior Communications Specialist *Columbia, South Carolina | July 2016 – December 2018*

Developed marketing strategies and communication solutions for multiple business units and their clients. Content writer and editor of marketing collateral for internal and external audiences.

- Account representative for three top business units.
- Managed 65+ projects monthly.
- Collaborated with graphic designers to create concepts for design of materials and publications.
- Created and developed internal employee health campaigns.
- Wrote articles for internal employee communications and publications.
- Event manager for the National Walk @ Lunch Day in Charleston, South Carolina.

Raines Hospitality, Inc. | Director of Sales & Marketing *Florence, South Carolina | March 2015 – June 2016*

New business development and corporate account management for a hotel franchise. Supervised and lead the sales staff for five properties. Created marketing materials, composed press releases, advertising and website content, and managed all social media platforms.

EmployReward Solutions, Inc. | Director of Employment Services

Florence, South Carolina | August 2012 – March 2015

Established relationships with national companies to fill their diversity hiring needs. Created, wrote and edited all marketing materials, website and social media content. Provided sales support and training to career coach staff.

American Cancer Society | Community Relationship Manager

Florence, South Carolina | September 2006 – August 2012

Managed four annual Relay For Life events with over 3,000 participants. Established new corporate relationships and retained existing corporate teams. Content writer for event websites, newsletters, press releases and social media. Raised more than 2 million dollars over six years.

1102 Downtown | Marketing and Promotions

Augusta, Georgia | October 2004 – August 2006

Coordinated advertising, marketing and promotions for a hospitality group. Wrote press releases, website content, emails and created fliers for upcoming events

SAFE Homes | Public Relations

Augusta, Georgia | October 2003 – October 2004

Managed all marketing, media and public relations for a domestic violence intervention center. Fundraising event planner and volunteer coordinator.

WJBF-TV (ABC) | General Assignment Reporter

Augusta, Georgia | September 2001 – September 2003

Live News Reporter covering various news stories and features including beat reporting and interviews. Wrote, produced and edited packages for TV broadcast.

WFOR-TV (CBS) | Assignment Editor

Miami, Florida | September 2000 – August 2001

Develop news stories, assign crews, schedule interviews, monitor police scanners, maintain communication with law enforcement and file press releases.

EDUCATION

Bachelor of Science in Communication – Broadcast Journalism

Florida International University, Miami, Florida / **June 2000**

AWARDS / PROFESSIONAL ASSOCIATIONS

- Young Professionals of Florence Chairman of the Board
- Florence Chamber of Commerce Ambassador
- Pee Dee Business Journal 2010 Women of Influence
- Arts International Festival Board Member
- Florence Rotary Club Member 2007-2011
- Florence Downtown Development Guide