Amy E. Bulger

Director of Marketing and Communications

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| Contact Information | Education |
| Address 22 Fairmount Ave. Morristown, NJ 07960 | Clemson University, *magna cum laude* |
| Email amyebulger@gmail.com | Bachelor of Science in Marketing |
| Phone 908.868.1203 | Minor in Communications |

Summary Senior marketing professional experienced in comprehensive strategic planning for higher education and private sector industries including healthcare IT, legal services, automotive R&D, financial compliance and enforcement, and advanced manufacturing. Leads initiatives that bring multidisciplinary teams together to achieve quantifiable goals. Skilled in building cross-functional teams to develop and execute successful campaigns. Resilient, optimistic, and well-respected team leader who breaks down silos and removes roadblocks to drive productivity.

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| Director of Marketing2020 – 2024 (Current)  Simpluris, Inc. Morristown, NJ  *Technology-driven legal, financial, and government administrator offering BPO solutions with approximately 150 FTEs.* | * develop, plan, and execute integrated marketing strategy including annual operating budget of $2.5M. Allocate resources to meet annual budget target within 5% threshold. Set, track, and report goals around KPIs including ROI. * scale Marketing Communications department from 2 to 6 FTEs. * lead cross-functional initiatives including go-to-market strategy for 3 new business verticals in business process services over 2 years, increasing revenue by 13% and growing sales pipeline by more than 35%. * redesign brand website resulting in 42% increase to revenue sourced directly from web-based lead generation. * oversee sales enablement, sales intelligence, marketing automation, and a robust CRM platform (Salesforce) with 37 thousand industry contacts. * coordinate and execute year-round industry event strategy, organic and paid media, social media strategy, thought leadership content development, and public relations. * grow sales funnel through strategic multichannel bus. dev. campaigns. * craft compelling technology-centric brand positioning to differentiate from competitors including developing value propositions, brand guidelines, core messaging, executive speeches, and crisis communication strategy. * reports directly to C-suite and collaborates effectively with all experience levels in matrix organization structure. * successfully trademarks two technology platforms, LiveCase and Cadence. * lead response to federal government RFPs, achieving selection as ‘Fund Administrator’ on 5-year contract with U.S. Securities Exchange Commission * Client-facing role includes attending events and client meetings to develop deep industry knowledge and keep finger on pulse of evolving trends, clients’ needs, and pain points. |
| Director of Strategic Communications  *2018 – 2019*  Clemson University  Clemson, SC  *Leading public research institution focused on developing innovative solutions to today’s grand challenges.* | * reporting directly to the provost, led university-wide initiatives including ‘Committee on Engagement and Compliance’ that required consulting and influencing college deans, department chairs, top faculty, and leadership to support the mission to conduct “high-impact, evidence-based academic and global engagement, greater integration of innovation centers, and development of a 21st century economic development strategy.” * executed comprehensive MarCom strategy for university including presentation to Board of Trustees resulting in approval of multi-year $20M+ research and innovation initiative focused on 7 research areas aligned with U.S. and global economic development priorities. * liaised with peer universities including University of Georgia and Vanderbilt. |
| Marketing and Communications Specialist  *2017 – 2018*  AGFA HealthCare  Greenville, SC  *Global corporation providing enterprise IT solutions for healthcare leaders* | * gained deep knowledge of healthcare IT market, Electronic Health Record (EHR) related technologies, imaging innovations, and the challenges of today’s CTOs, radiologists, cardiologists, and other healthcare professionals. * launched, measured, and managed complex sales programs based on customer analysis, competitor benchmarking, and evolving industry trends and metrics. required managing up and across in highly matrixed organization. * analyzed CRM data and presented business intelligence reports to North American President and SVP of Sales on a monthly cadence. * working alongside global team headquartered in Belgium, coordinated tradeshow sales strategy, booth design, prep, execution and follow up including sales incentives, and daily sales dashboards at event. * wrote and published whitepapers as part of a demand generation campaign. * developed curriculum, agenda, and all logistics for annual meeting for North America and LATAM sales team. |
| Marketing Manager  2012 - 2017  Clemson University International Center for Automotive Research  Greenville, SC  *International innovation campus and research park representing over $50M in investment on 250 acres* | * led cross-functional team in end-to-end product development lifecycle of concept cars with industry leaders including BMW Group, TOYOTA, GM/Chevrolet, Mazda, and MINI. * coordinated automotive events and tradeshows on local, national, and international scale including the L.A. Auto Show, New York Auto Show, GM global headquarters in Detroit, MI, BMW global headquarters in Munich, Germany, and the SEMA Show in Las Vegas among many others. * Fostered relationships with a broad range of automotive partners including SMBs, Fortune 100s, tier I, tier II, tier III suppliers, government agencies, and economic development agencies. * built 2 websites (deeporange.com and cuicar.com) and managed 6 social channels and built out CRM tool. * wrote, created, and distributed marketing collateral including CU-ICAR Annual Report, press releases, and served as media relations contact. |
| Marketing Research Assistant  2011 - Clemson, SC  Clemson University  *Leading public institution* | * assessed individual alumni donor viability and potential using investigatory tactics and proprietary algorithms. * utilized Lexis Nexus, Dun & Bradstreet, Raisers Edge to maintain database of all alumni and ensure accuracy and reliability of internal data set. |
| Junior Account Executive  2010 - Greenville, SC  DNA Communications LLC  *Creative Public Relations Firm* | * coordinated day-to-day execution of marketing and communications deliverables as part of project management team. * pitched prospective clients as well as authored and submitted responses to RFPs to win new business for firm. |
| Global Corp. Marketing Intern  2010 - New Providence, NJ  C.R. Bard Global Headquarters  *Medical Device Market Leader* | * launched rebranded international corporate website and e-catalogue of over 100k products. * coordinated participation in national healthcare trade shows and global sales meetings. |

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| Computer Literacy | Marketing Tools & Techniques |
| Adobe Photoshop  Adobe Illustrator  Adobe In Design  Adobe Premier Pro  Microsoft O­ffice Suite  Google Drive & Apps  Wordpress CMS | Salesforce.com Sales Cloud  Salesforce.com Marketing Cloud (ABM & Marketing Automation)  Qualtrics and mTAB for survey data analysis and NPS  Legal Research - Lex Machina, Law360, LexisNexis CourtLink  Hootsuite/Keyhole/Sprout Paid Digital Media Planning |