

LISA JOACHIM, MBA

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Marketing/Product/Project B2C and B2B champion with go to market strategies and tactics to grow products/services through innovation, channel utilization and new insights, and customer solutions, on budget and on time. An energetic, adaptable, self-motivated team leader with passion for being the voice of the customer.

Skillful in Microsoft Office; CRM/Microsoft Dynamics; Unica; SEO.

- Brand and Project Management
- Product Development
- Market Research
- Marketing Campaigns
- Data Analysis
- Customer/Competitive Analysis
- Marketing Strategy

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT

2017 - Present

- Consulting on increasing revenue, providing new marketing tactics and strategies -promoting products and services. Strong client facing relationships and solving customer issues. Budget conscious for effective promotional materials; advertising opportunities; and website enhancement.

PENN MEDICINE, Philadelphia, PA

2019 – 2020

Penn Medicine's mission is to improve health through research, patient care.

Project Manager (contractor)

Consultative role involving both strategic thinking and collaborative partnerships with marketing managers, clients and stakeholders.

- Managed 3 projects (over 100 website pages new or revised) and ensure they are delivered on time, and the final interactive deliverables meet the client's requirements as well as company's web standards.
- Developed documentation throughout the project lifecycle, supporting new department processes that will lead to increased efficiency and efficacy.

COLONIAL PENN, Philadelphia, PA

2018 - 2019

Life insurance products designed to help ease financial burdens at a difficult time.

Marketing CRM Specialist

- Acquisition and retention in generating incremental revenue to maximize customer experience through multi-channel marketing campaigns and A/B testing.
- Created, modify and execute campaigns using CRM (Unica) marketing automation software.
- Developed and executed marketing strategy including A/B testing and segmentation.

AMERICAN WATER RESOURCES, Mt. Laurel, NJ

2012 - 2017

Warranty protection programs for homeowners and businesses against unexpected repair costs.

Assistant Marketing/Product Development Manager

Cross-functional project team leader managing go-to market roadmap strategy to increase pipeline for new products by conducting planning and analysis to provide development for new products, including pricing, forecasting, launches, life cycle management, etc.

- Generated \$4M in sales with four (4) new product initiatives – from conception to rollout. Responsible for P/L, five-year ROI, and reporting metrics.
- Created and executed market launch plans – forecast, measure, analyze impact of products.
- Leveraged B2C and B2B marketing campaign management utilizing best practices - including A/B or multivariate testing of emails, SEO, direct mail, personalization, and segmentation.
- Market research for competitive and customer analysis through online surveys, focus groups, and customer calls and quantifying the data.
- Recommended customer enrollment process improvement, resulting in annual savings of \$42K.

BURPEE GARDEN PRODUCTS, Warminster, PA

2009 – 2012

Burpee grows and sends seed packets (herbs, vegetables, flowers) throughout the country.

Senior Marketing Analyst

Implemented strategic growth (private label and Burpee brand) accounts-Target, Safeway, Shopko.

- 32% account growth through marketing and branding efforts.
- Managed brand unit forecast, employing category management, promotional, and seasonal data for manufacturing and inventory control for over 1,200 stores.
- Performed competitive market research through store visits and partnering with development resulting in increase in product sales and profitability. Analyze sales forecasts to determine key shifts in customer growth/forecasts, and summarize.

CHARMING SHOPPES, Bensalem, PA

2008 – 2009

Specialty and plus size women's clothing retail company.

Brand Marketing Coordinator

Responsible for developing and executing strategic coordination and marketing plans, promotional local and national events, and profitability to expand client distribution.

- Launched initiatives totaling \$11M through merchandising, store operations, credit, and e-commerce. Reviewed ROI and other sales data to present to management and client.
- Oversaw expansion of current line and monitored trends indicating the need for new products (i.e. Catalina), with an increase of 26% new customer acquisition.
- Evaluation and recommendations of 20 marketing annual campaigns.

EDUCATION

- **Master of Business Administration** – University of Phoenix
- **Bachelor of Arts in Business Administration & Marketing** – Temple University, Philadelphia, PA

VOLUNTEER AND AFFILIATIONS

- Career Professionals Executive Networking Group – Social Media Volunteer
- Ronald McDonald House

ADDITIONAL TRAINING AND CERTIFICATIONS

- Non-Certified Scrummaster (CSM) Course – November 2017
- Lean Sigma - Yellow Belt Certification, January 2014