

Communication professional with 25+ years experience providing multi-faceted marketing and customer service support and consultation in the Financial Services sector, including oversight of creative direction; creative strategy development; project management, communication development, content management; graphic production, print and fulfillment; legal review; and language translation.

Key Focuses:

Creative Solutions – strong collaborative approach delivers superior results while maintaining quality and timeliness

Business Relationships – builds and maintains strong partnerships across the business, fostering consensus-building and diverse resource network

Communications – comprehensive written, verbal, and presentation skills

Business Acumen – broad knowledge of Marketing, Operations, Customer Service, Technology, Legal and Compliance functions

JPMORGAN CHASE EMPLOYMENT/Chase Consumer Banking Credit Card Division

Rewards and Benefits Marketing Senior Associate, May 2015 – Present

Partner with internal product teams on all new product launches, account migrations and terminations to ensure accurate communication of Complimentary Benefits in all customer communications. Review all marketing and servicing materials that contain references to benefits to ensure copy and targeting is accurate for each product, consult on modifications to the messaging or strategy.

Key Accomplishments:

- Key contributor to the creation/rollout of the digital “Benefits Center” on company home page that allows customers to view specific features of their individual accounts; collaborated with team on overall design/layout of the site, worked with customer servicing teams to provide training instruction and support on new features.
- Manage content of all public and secure benefits web pages available to customers. Work with product owners develop all copy to properly align with each offering, facilitating all proper reviews and testing of content prior to publishing.
- Designed and implemented workflow to ensure all marketing and servicing communications with Complimentary Benefits references are reviewed; and all approvals are properly evidenced and retained. Created training materials and conducted training sessions in concert with Marketing Services to ensure all stakeholders adhere to process.

Marketing Services Portfolio Project and Campaign Manager, June 2013 – April 2015

Managed various marketing and servicing campaigns directed to existing customers, including termination of partner products, targeted statement messaging and rewards communications. Authored business requirements and build marketing matrices, facilitated Compliance review process. Managed all content utilized on credit card carrier fulfillment, partnering with all product and partner marketing contacts and card production teams.

Key Accomplishments:

- Partnered with Controls team to develop, pilot and roll out improvements to an external partner review process, adding needed tracking and funneling increased volume through proper channels.
- Managed complex projects to update all card carriers to comply with new standards. Working with a large team from various business areas, determined creative solutions to execute desired state and meet tight timeframes.
- Acted as subject matter expert on terminations/deconversions/migrations; providing guidance to project teams. Created and maintain playbook/reference guide to the termination.

Customer Communications Center of Excellence Manager, February 2012 – May 2013

Managed team of writers and translators to create clear, consistent customer communications. Worked with business partners to understand project needs and provide support to meet those goals. Worked with colleagues in department and business partners to build, document and gain acceptance of new process, ensuring better quality and auditable controls; providing training and assistance for members of team.

Key Accomplishments:

- Provided immediate communication support across various channels during Hurricane Sandy, helping to deliver needed service to customers in a greatly reduced timeframe
- Led initiative to translate entire inventory of system-generated letters to Spanish, working with external vendors, internal linguist quality review, system owners and internal audit to ensure on-time completion and satisfactory evidence to close the action plan that triggered the project

Creative Services Concept Team Senior Account Executive, January 2010 – February 2012

Partnered with clients to realize marketing strategies and goals to deliver high-impact creative results. Point of contact for broad base of internal clients spanning JPMorgan Chase enterprise. Interface between clients and creative team to deliver concepts with a keen understanding of current marketing needs and branding guidelines.

Key Accomplishments:

- Partnered with Ultimate Rewards new product design group to expand team's support of prototype design for web pages, mobile apps and social media marketing
- Led coordination of graphic support of Annual J.P.Morgan Payment Solutions conference, including development of conference theme and brand, conference communication materials and signage, website and set design

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Translation Services Manager, January 2006 – December 2009

Worked with Hispanic Segment Marketing team to transition Translation into a Marketing Services function. Transformed initial role as Translation Project Manager into manager role with oversight of 3 translation professionals as well as managing external translation vendors and outside Spanish-speaking Legal counsel. Integrated existing translators from internal content management team to translate marketing language without impacting timeline. Presented expansion strategy to senior management to gain support in expanding language services to other lines of business, including Treasury, Retail, and Home Lending. Managed budget and invoicing process for external translation and legal review.

Key Accomplishments:

- Collaborated with Retail Multicultural team to manage large-scale conversion communication effort to Spanish-speaking customers of acquired retail banking portfolio; saved over \$250,000 by completing process in-house instead of through outside vendor; engaged audit team to ensure proper quality control
- Created methods of identifying, storing and re-using translated, legally-approved language; ensuring the consistency of the Chase brand messaging to Spanish-speaking customers and reducing time to market; developed business case for Translation Memory software and managed process to select vendor, expanding the team's ability to deliver consistent messaging, reduce completion time and expense

Business/Legal Liaison, Project Manager, July 2004 – December 2005

Managed multiple cross-functional projects to ensure bank compliance with regulatory changes and market-driven updates. Drove efficiencies via legal disclosure language standardization. Determined impacts of functionality changes on disclosures; facilitated rollout of business-approved changes.

Key accomplishments:

- Oversaw creation of customer communications in pricing, privacy policy and language standardization in preparation for credit card platform conversion, including portfolio of legacy Chase and legacy Bank One customers; key member of team developing standardized rewards rules and regulations language; created process to tie language to functionality based on business rules
- Worked with Legal and Compliance to rework account agreement language into "Plain English" format and implemented language across multiple disclosure channels. Worked with Relationship Managers and partners (AARP, Disney) to mitigate customization while maintaining partners' contractual requirements

Development/Content Team Manager and Legal Liaison, September 2000 – June 2004

Oversight of team managing legal disclosure for repeated use on marketing materials. Responsible for clear communication of policy and procedure changes to Marketing, Operations Readiness, Marketing Services, Legal and Compliance.

Key accomplishments:

- Worked with cross-functional teams to transform manual paper system into automated process, reducing time to market by housing language for account agreements and other regulatory language in libraries driven by defined business rules. Consulted with cross-functional team to understand needs of each group; presented to senior management to ensure buy-in and adherence to new process
- Key member of cross-functional project to create standardized application forms for acquisition materials into reusable libraries, and managed their use within team

Customer Relationship Group Lead/Program Manager, June 1998 – August 2000

Oversight of creative and fulfillment materials for Bank One International/Canada business. Collaborated with Marketing team on creative agency selection. Managed all aspects of business collateral, including French translation.

Graphic Production Team Lead, Affinity Business Unit, December 1995 – May 1998

Managed graphic production team responsible for the creation, revision and file delivery to print vendors of marketing materials.

EDUCATION

Seton Hall University, South Orange, NJ

B.A. in Communication/Marketing concentration; Advertising art minor

Visa Bankcard School

Bank One (predecessor organization to JP Morgan Chase) Managerial Supervisory Program