

LEA D. LONG

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MARKETING EXECUTIVE

Marketing Strategy – Brand Strategy – Integrated Marketing Communications – Global Marketing – Online Marketing

Selected excerpts from LinkedIn testimonials:

- “One of the most strategic, insightful and focused professionals I know...effortlessly manages plans, people and programs success. Has a vision that far expands the needs of today and is always looking out for what's next.”*
- “A thought-leader of the highest caliber. Broad-based skills for seizing marketing opportunities and managing marketing challenges.”*

SUMMARY

Senior level executive in marketing, branding and marketing communications with experience at major corporations, consultancies, and advertising/communications agencies. Move beyond traditional approaches to uncover fresh insights and strategies that drive growth. Ability to rally diverse teams across silos toward a common vision. Industry experience in financial services, telecommunications, healthcare and more. Currently an independent marketing consultant.

- Marketing Strategy
- Brand Strategy and Positioning
- Marketing Communications
- Content Strategies
- Advertising and Data-Driven Marketing
- Global Marketing
- Digital Marketing
- Website Development and Social Media
- Research and Analysis

PROFESSIONAL EXPERIENCE

MARKETING CONSULTANT AND INTERNET MARKETER

2014 - present

Lead marketing and brand engagements on behalf of clients of all sizes across industries, including Children's Health Dallas, Newmont Mining, Johns Hopkins, CenturyLink, Metro Denver Economic Development Corporation.

I authored a web-based do-it-yourself resource for small businesses wanting to shore up their brand. Marketed the site through online marketing and social media. Also developed a second site targeted at those wanting to transition to full-time travel while working remotely.

MONIGLE ASSOCIATES, Denver, CO

2011 – 2014

One of the nation's largest independent corporate branding and design consultancies

Senior Director

Led branding engagements for organizations undergoing change (i.e. mergers and acquisitions), repositioning themselves for the future, and/or launching new products/services.

- Lead teams responsible for the development and deployment of brand platform (promise, positioning, pillars), brand architecture, naming, visual and verbal identity, branded experience and employee engagement initiatives
- Industry and brand experience: AT&T Broadband, CenturyLink, Discovery Channel, Holiday Inn Worldwide, Newmont Mining, Paychex, Scripps Health, TeleTech, Truven Health Analytics, Visa International, Western Union

DEX ONE, Lone Tree, CO

2007 – 2011

One of the nation's leading providers of local search through printed directories, online and mobile search sites

Director, Brand Marketing

In charge of the company's portfolio of brands, developed marketing strategies and initiatives designed to reposition the company for growth in the digital age.

- Led the high-profile, successful effort to launch a new B2B brand and positioning to carve out a larger stake in the local search space. Brand metrics greatly surpassed benchmarks within two quarters.

DEX ONE, Director Brand Marketing, continued

- Turned around two initiatives that were assigned to me due to underperformance:
 - Oversaw the development/launch of an industry leading B2B website. Increased metrics by 23% over previous year.
 - Elevated company's recycling efforts into a corporate social responsibility/environmental stewardship initiative

QWEST COMMUNICATIONS, Denver, CO

2005 – 2007

Contracted Director

Contracted by Corporate Marketing Communications to lead a team of professionals tasked with providing crucial marketing support to key business units: Enterprise, Small Business, Retail, Sponsorships, Corporate Social Responsibility.

- Strategized new approach to significantly increase the effectiveness of Qwest's vast sales collateral production efforts utilizing print-on-demand technologies that enabled finer targeting, customization and elimination of inventories.
- Devised, proposed and won the support of a new web-based application enabling Field Marketing and select channel reps to produce on-demand customized marketing materials. Program reduced lead times and expenses by 75%.

LONGITUDE MARKETING, LLC, Denver, CO

2000 - 2008

Independent marketing consultancy with clients across a variety of industries.

Marketing Consultant

Clients included Qwest, Local Insight Media, Dex Media, The Integer Group and FutureBrand Asia Pacific among others.

- FutureBrand Asia Pacific – As Acting Managing Director, was instrumental in helping establish Singapore/Malaysia office of this global brand consultancy. Led the turnaround of the firm's engagement with DBS Singapore.

AT&T BROADBAND / MEDIAONE / U S WEST MEDIA GROUP, Englewood, CO

1995 - 2000

MediaOne was formed from the union of U S WEST's yellow pages division and an acquired cable company. Acquired by AT&T.

Vice President, Marketing Communications

Recruited as part of a new management team formed to bring revolutionary changes to this very traditional cable operation.

- Achieved break-through initiatives including the first ever nationwide brand building effort (Beacon Award) and a unique model that successfully balanced corporate marketing goals with regional/local communications needs.
- Managed the relationship with several major agencies and a \$20 million annual budget.
- Achieved top penetration in the cable industry for high speed internet access by directing an ongoing lead generation and customer acquisition campaign. Built-in metrics and analytics ensured continuous improvement.

Previously held management positions with advertising and direct marketing agencies in Asia Pacific.

EDUCATION

Coursework toward MBA
California State University, LA

B.S. Business Administration
Marketing & International Business

University of Colorado, Boulder - Magna Cum Laude

PROFESSIONAL DEVELOPMENT

"Leadership and High-Performance Teams"
"Leadership Development Program"
The Center for Creative Leadership
Colorado Springs

WRITER / COLUMNIST / BOARD EXPERIENCE / SPEAKING

Developed website content, blog posts and two interactive self-help branding e-workbooks for small businesses, 2014 – 2018

Authored "On Technology", a column for the Summit Daily News and Vail Daily, 2002 – 2007

Served on Board of Directors, Excel Academy, Arvada, CO, 2003 – 2005

Numerous Speaking Engagements