

*Confidential Curriculum Vitae:*     **Maria Lopez-Knowles**

Eighteen years of marketing communications and business development experience in the domestic & global arena: branding programs; new product/service launches; integrated advertising/pr campaigns; event marketing; development of off-line and on-line programs; lead-generation; and, research for B2B and B2C markets.

**Key Competencies:**

- Understand the relationship between strategic marketing communications and a successful sales process;
- Have extensive knowledge of what it takes to roll out new products and services to the analyst and press communities;
- In-depth experience in developing and managing successful comprehensive MarCom campaigns effectively, that deliver measurable ROI;
- Expertise in developing media programs, budgets (print; broadcast; outdoor board, newspaper), and buying media;
- Acumen with traditional and web-based marketing and lead-generation activities.

**1999-present**

**Marketing Acumen**

*Marketing Consultancy*

- ✓ Supervised: print, radio, e-mail/direct mail, video campaigns, and Flash presentations
- ✓ Managed the development of a variety of corporate brands, tag-lines, and ID projects
- ✓ Developed collateral tree, 'look & feel', and sales pieces for a variety of clients
- ✓ Developed MarCom budget and integrated 12-month plan including media and all PR/advertising activities for various clients
- ✓ Managed external relationships: (Ad agencies, PR agencies and analysts) and cross-functional teams

Client Base: RedCreek Communications (SonicWALL), Project Achieve, Augeo,

