

CARRIE-ANN CURRAN

VP / DIRECTOR – MARKETING / STRATEGY

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Carrie-Ann Curran's entire career has been in marketing where she developed a high level of expertise in positioning, branding and brand development, message development and strategic communications. Event planning and execution are additional areas where she is highly effective. She possesses a global, multi-industry, market and channel background.

With both client-side and agency experience, she has demonstrated her ability to elevate the customer experience as well as orchestrate complex acquisitions and integrations. She has additional experience in agency management and relations. She is especially effective in maximizing brand awareness, sales and market share as well as in driving successful new product launches. For her clients and her employers, she had consistently won market share and new business from well-funded competitors.

She is flexible and rises to the occasion in the face of rapidly changing market condition. In this regard, she had led digital transformations, utilizing a unique blend of BI proficiency and practical experience to create and implement effective marketing strategies. She is at her best in environments and companies that are passionate about their people, clients and culture, and are serious about accelerating growth and delivering results.

Work History and Highlights

Global Director of Marketing

Alta Resources
Feb 2018 - Jul 2019

Alta Resources Corp. and its 4000 employees provide business process outsourcing services worldwide.

In this position, Ms. Curran was responsible for the accomplishment of all marketing objectives including brand research, alignment, community involvement, trade show, industry events and strategy spend. Under her leadership was an internal international marketing team, external partners and agencies, and consultants. She had eight direct reports.

Her accomplishments were far-reaching. She and her team created to execute a plan to overhaul the existing digital footprint to increase Alta's visibility in search engines, boosting organic search impressions 63% and organic click thru's 14% for customers. They also increased organic search impressions 43% and organic click thru's 23% for potential employees.

Another of her accomplishments was to create a successful RFP presentation and digital tools that were key to winning a major fortune 500 customer service business. As a result, Alta beat out ten other competitors.

Alta was growing and to publicize its evolution into a market force, she developed a complete PR strategy which gained Alta coverage in 32 publications ranging from local media, broadcast and trade publications. To support Alta's growth, she waged an intense hiring blitz that fueled and supported the ongoing global and ramp up hiring of 250+ employees weekly. Simultaneously, she created an employee recognition program with messaging and communication plan that cut unplanned attrition.

When the decision was made in 2019 to migrate the entire marketing function offshore, she helped orchestrate an orderly transition.

Client Strategy & West Group Events Director

Gannett - USA Today Network
Feb 2017 - Mar 2018

Ms. Curran was recruited to manage strategic B2B marketing and sales for senior sales accounts. She directed a team of 24 personnel. Under her leadership, they managed national client events, and national sporting relationships. Their over-arching accomplishment was to transform the way USA Today told its story to change its perception from a media platform to an agency-like partner. The results were better than expected. Contracted spend soared 35% and overall brand awareness climbed 17%.

North American Marketing Director

Covetrus

Mar 2014 - Mar 2017

Covetrus is a global animal-health technology and services company. Its 5,000 employees serve over 100,000 customers worldwide.

In this position, Ms. Curran led an internal marketing team of 11 professionals plus external partners, and consultants who were responsible for brand management and creation, sales strategy, advertising, video production, public relations, interactive and content marketing, customer events, trade events, product positioning, and vendor relationship.

She and her team revamped, re-branded and aligned a new trade show strategy with the new parent corporate acquisition. The results included a 47% increase in trade event leads and a 35% growth of brand awareness. She also created a national annual customer event which achieved year over year growth at a rate of 10%.

Marketing Director

Riesterer & Schnell John Deere

March 2013 - March 2014

Riesterer & Schnell has a wide selections of high quality used equipment that includes premium John Deere tractors and equipment.

When she was hired, the company was in jeopardy of losing its contract with John Deere because Marketing was not in compliance with Deere's requirements. Moving fast, she created the necessary marketing plan, budget and strategy. She also devised a media plan that leveraged unused co-op opportunities with John Deere, and built a sustainable marketing and event strategy. They retained the JD contract and increased their web presence by 113%.

Senior Brand Manager

Alliance Laundry Systems

Feb 2011 - Mar 2013

Alliance designs, manufactures, and markets a line of commercial laundry equipment in over 100 countries.

Ms. Curran was hired to direct marketing agencies in tactic deliverable and message platforms, as well as manage all customer, distribution and trade events. Her major contribution was to drive the relaunch of the organization's premier brand, Speed Queen. As part of this, she orchestrated the migration from analog collateral to digital transformation of sales tools, website strategy and digital interactions with distribution network

Aftermarket Service Administrator

Oshkosh Corporation

Oct 2008 - Feb 2011

An American designer and builder of specialty trucks, military vehicles, truck bodies, airport fire apparatus and specialty equipment.

In this position, she managed the service sales and repair process on military vehicles at military bases in Iraq and Afghanistan. Using Six Sigma and leading a team through the DMIAC process, she created a process that improved the accessibility of parts and delivery, trimming vehicle downtime 8% over a 6-month period.

Executive Director

2005 - 2008

In response to family necessities, Ms. Curran relocated to the Milwaukee area where she focused caring for a growing family. She also started a successful home party business. She rose to Executive Director status within three months and managed a team of 76 in her down line. She consistently led the Region in sales and recruiting.

Senior Account Manager

Nelson Schmidt

Feb 2003 - Feb 2005

The world's leading considered purchase marketing agency

Ms. Curran managed agency account teams on strategy, relationship management, account growth and performance metrics. She also coordinated creative departments, interactive, events, media, accounting and PR through a team of six employees.

Her major achievement was to spearhead the creation of a global brand identity guide and subsequent global launch for Sun Chemical which culminated with the launch of the global brand and all new sales collateral at the industry headline trade event in Germany.

Women's Healthcare Global Marketing Manager

GE Healthcare

June 1997 - February 2003

A manufacturer and distributor of diagnostic imaging agents and radiopharmaceuticals for imaging modalities

Ms. Curran developed go-to-market and PR strategies, set product positioning, launched strategy of new products and developed global sales tools for new product introductions. She and her team of six employees led global trade events, including company-wide training. She was the main spokesperson and point of contact for global business leaders. She and her team successfully developed the go-to-market strategy for Voluson 4D ultrasound. In this endeavor, they devised global strategy around PR, national media, sales materials, sales training, global trade events, and testimonials.

Additional Information

Additional training and education

Challenger Sales, LEAN, American Marketing Association (Ongoing), University of Wisconsin - Marketing and Communication.

Certification

Have maintained Six Sigma Green Belt Certification throughout career.

Volunteer Experience

Tim Tebow Foundation. Event Director for Night to Shine, for the Tim Tebow foundation. Night to Shine is an annual prom held for those individuals with special needs in the community.

Special Olympics: Ongoing volunteer for Special Olympic events and fundraising efforts.

Summary of areas of primary experience and exposure

Business Plans / Experience Management / Graphic Design / Affiliate / Marketing Operations / Market Intelligence / Digital Media / Client Relationship Management / Technical Marketing / Sales Enablement / Resource Allocation / Research Projects / Business Intelligence / Lifecycle Marketing / Cost Control