

DIANE CHARNO

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PROFILE

For nearly 18 years, I've been passionate about advancing my clients' brands and generating results. I have a reputation for providing superior service, insight-driven strategies and delivering projects on target, on time and within budget. I'm seeking a management-level marketing position where I can continue to grow professionally, as well as grow your business.

PROFESSIONAL EXPERIENCE

JUST THE FACTS	THE WHOLE STORY
<p>Boelter + Lincoln July 1999-June 2009</p> <p>Titles: Director of Account Services Account Supervisor Senior Account Executive Account Executive</p> <p>Client Experience: Wisconsin Department of Tourism Wisconsin State Fair Park Milwaukee Journal Sentinel JobNoggin.com Milwaukee Area Technical College Northcentral Technical College Eagle River Chamber of Commerce Packer Country Regional Tourism Office Wisconsin Department of Transportation</p>	<p>Responsibilities:</p> <ul style="list-style-type: none">• Responsible for overall agency performance, ensuring financial goals attainment, development of agency/client relationships while coaching and mentoring department staff• Managed department and client budgets, as well as income projections and profitability• Developed new business proposals and presentations• Conducted account planning initiatives that revealed key consumer insights to guide strategy development• Developed integrated mass-media campaigns and plans• Lead brand planning and identity development efforts• Spearheaded complex Web site development projects• Managed annual trade programs that expanded reach• Coordinated the development of publications and brochures• Conducted social media efforts for both agency and clients• Recommended, coordinated and analyzed research studies• Analyzed and measured effectiveness of campaigns• Tracked and reported competitive and consumer trends• Lead teams to develop strategically targeted campaigns on time and within budget• Oversaw creative production and estimating for all media types <p>Key Successes:</p> <ul style="list-style-type: none">• Wisconsin Department of Tourism – Worked on account for 15 years. Tourism expenditures grew more than 30% and Wisconsin became #1 in ad awareness among all Midwest states. Expanded co-op programs to include email and online media.• Wisconsin State Fair Park – Worked on account for 8 years. Annual campaigns receive several national awards each year. Launched the @wistatefair twitter account and have already

Laughlin/Constable

October 1991-June 1999

Titles:

Account Executive
Account Coordinator
Accounting Supervisor –
Operations
Production Accounting Analyst
Accounting Clerk

Client Experience:

Wisconsin Tourism
Customers Forever

attracted more than 500 passionate followers.

- Educational Experience – MATC campaign resulted in a 5% increase in full-time enrollments (FTEs), and a 22% increase in spring applications. NTC results included a 6% increase in FTEs and a 51% increase in enrollment for online classes.
- Journal Sentinel – The “What’s Your Story” campaign was well received by the community and employees alike and won more than 20 advertising awards.
- New Business Wins – Wisconsin Tourism, WI State Fair, Journal Sentinel, Packer Country RTO, Northcentral Technical College and WDOT Rideshare Program.
- Web Site Development Projects – greenbay.com, packercountry.com and NTC.edu.

Responsibilities:

- Developed and managed all aspects of a comprehensive co-op advertising program. Under my management, program participation more than doubled with over \$2 million in advertising placed each year.
- Developed strategic marketing and advertising plans
- Spearheaded the day-to-day execution of the campaigns
- Coordinated media plans, negotiated rates and bought space
- Managed databases and direct mail efforts
- Evaluated effectiveness of programs
- Wrote and designed promotional literature
- Conducted presentations at annual conferences
- Generated growth through idea generation and sales
- Managed client budgets
- Worked in several accounting positions, providing well rounded background in financial management

GROUPS/ORGANIZATIONS

- Wisconsin State Fair Park Youth Foundation Board Member, Executive Committee, Marketing/Fundraising Committee Chair
- Alverno College Alumnae Association Board Member, Executive Committee, Marketing Communications Committee Chair
- Wisconsin Department of Tourism Governor’s Council of Tourism Marketing Committee Member

EDUCATION

- Alverno College - BA Business & Management with emphasis in Marketing, Marketing Research and a minor in Computer Studies - 1993

ON THE WEB

- linkedin.com/in/dianecharno
- twitter.com/charno
- dianecharno.com