

Lynn (Naliboff) Cicchelli

Stamford, CT 06902 • (203) 561-0660

lynn.cicchelli@gmail.com • linkedin.com/in/lynncicchelli • www.lynnicchelli.com

CREATIVE DIRECT MARKETING EXPERT

Drive Measurable Results Through Printed and Online Media

Specialize in marketing intangible services that generate ongoing revenue and retention, targeting key demographics and focusing on sales and conversions. Broad experience in highly regulated service industries. Develop effective partnerships with clients, directors, and teams. Areas of expertise include:

Direct Mail | Telemarketing | Digital Marketing
QuarkXpress | InDesign | Photoshop | Dreamweaver

PROFESSIONAL EXPERIENCE

Affinion Group, Stamford, Connecticut

2008 – 2017

Global leader in providing fee-based services through top financial services and retailer brands to enhance our partners' customer acquisition, retention, and revenue

Senior Copywriter, Marketing Development/Global Customer Engagement

Directed and partnered with art directors to acquire members for everyday savings, identity theft protection, and insurance programs marketed through affinity partners. Developed concepts and creatives for point-of-sale, direct mail, email, banner, web-to-phone, telemedia, and print campaigns.

- Created most profitable banner for identity theft protection with over 24M impressions which generated new members at 65% lower cost-per-acquisition.
- Achieved winning direct mail controls for credit protection (130% higher response than prior control) and hospital accident insurance (unbeatable for over 2 years).
- Wrote new inbound telemarketing script which resulted in consistent 2.5% conversion increase for leading discount program.
- Won new clients by developing effective sales pitches with presentations on proposed point-of-sale (POS) displays, digital marketing, and direct mail solicitations.
- Created ongoing customer e-mails/mailings which increased usage and retention, culminating in 33% higher open rate for new demographically-targeted customer engagement series; became standard for compliant and effective post-join communications across all products.
- Negotiated requested creative changes with clients, regulators, and internal/external legal teams, ensuring both marketing effectiveness and compliance.

Lynn (Naliboff) Cicchelli

Stamford, CT 06902 • (203) 561-0660

lynn.cicchelli@gmail.com • linkedin.com/in/lynncicchelli • www.lynnicchelli.com

PROFESSIONAL EXPERIENCE (continued)

International Masters Publishers (IMP), New York, New York

1997 – 2008

Global organization that creates, markets, and fulfills educational and entertaining series of publications for subscribers who enjoy recipes, home decorating, natural history, and other hobbies or special interests

Product Development Manager, New Product Development

Associate Editor, US Cooking Division

Managed new development and budgets for multiple continuity series simultaneously for top-selling products that drove monthly fee income.

- Identified **most responsive market segments** for each product in collaboration with research and marketing, garnering consistently high responses.
- Initiated and directed **new concepts and creative execution** for customer-facing campaigns
- Directed packagers and editors to develop content for series of collectible cards and publications

EDUCATION

Bachelor of Arts (BA), English with Writing Concentration, Pace University, White Plains, NY