



# Hope D.

## Untapped Potential Candidate

860-977-9408 / fellowship@upotential.org

### PROFILE

Marketing and Communications professional with progressive record of success driving the development and execution of innovative, comprehensive strategies at global, national and regional level. Experienced delivering for global brands penetrating markets spanning from power to bio/green-tech. Eager to ramp up digital marketing skills to add value to develop your brand and drive growth.

### KEY SKILLS AND COMPETENCIES

Communication \* Flexibility \* Leadership \* Motivation \* Patience \* Persuasion \* Problem Solving Abilities \* Teamwork \* Time Management \* Work Ethic

Strategic Marketing Initiatives • Market Segmentation & Analysis • Budget Administration • Advertising & Product Promotions • Program Planning & Implementation • Account Management & Growth • Events Management

### PROFESSIONAL EXPERIENCE

#### **General Electric**, *Director, Marketing Communications* (7 years)

- Led marketing and communications strategies for Alstom's power division, recently acquired by General Electric, as part of its largest-ever industrial acquisition.
- Developed multi-channel communications programs for targeted markets to increase penetration.
- Designed and executed communications plans for new products and services, including supporting sales support for events, training seminars, and thought-leadership forums.

#### **Alstom Power**, *Head of North American Communications* (3 years)

- Directed regional communications programs for division with \$1.5B annual revenues, overseeing multi-media presence across web and video products. Oversaw numerous special events supporting new markets, products, and services. Managed diverse marketing communications teams with staff in US, Canada, and Mexico. Coordinated service and cost performance of vendors, including agencies and contract professionals (illustrators, photographers, designers).
- Executed launch programs for high-profile events such as opening of new \$300M production facility and opening of US headquarters in Washington, DC.
- Successfully managed operating budgets up to \$3.2M.

#### **Praxair**, *Manager Marketing Communications* (10 years)

- Managed integration of communications programs for \$10.8B industrial gas supplier, including advertising, media relations, event management, and sales promotion.
- Designed marketing programs supporting both new market expansion activities and increased penetration into mature segments.
- Developed and implemented integrated communication programs for industrial gas markets including chemicals, steel, glass, heat treating, pharmaceuticals, biotechnology, water and waste-water treatment, energy and refining.

- Executed major media event for the grand opening of a \$2M hydrogen fuel station -- the first of its kind in the United States -- hosting California Governor and Chrysler-Daimler President.

### **EDUCATION AND CERTIFICATION**

Leadership Development Program - The Center for Creative Leadership, Greensboro, NC  
Bachelor of Arts, English - Trinity College, Hartford, CT

### **AWARDS**

- GE "Above and Beyond Silver Award"
- For successful planning and execution of North American Customer Summit for C-level clients
- Bell Ringer Award from Publicity Club of New England
- Produced \$1.2M textbook, a leading resource for the Power industry, heavily utilized by potential customers, engineering students, employees, and regulatory agencies.