TRUDY FIELD | MARKETING COMMUNICATIONS PROFESSIONAL

# SUMMARY

**Accomplished Marketing Leader** with over 10 years of experience driving brand growth, digital transformation, and sales enablement strategies. Adept at leading cross-functional teams to implement marketing initiatives that boost brand awareness, enhance customer engagement, and increase revenue. Expertise includes managing comprehensive website optimization projects, implementing digital workspaces, and improving operational efficiencies. Proficient in leveraging a wide range of marketing technologies and platforms to streamline campaigns and optimize results. Seeking to leverage proven leadership and strategic marketing skills in a senior-level marketing position.

# AREAS OF EXPERTISE

Marketing Strategy Development
Social Media Marketing
Lead Generation Media
Content Creation
Brand Management

Project and Budget Management Website Strategies

Event Management
Team Mentoring

# PROFESSIONAL EXPERIENCE

National Marketing Manager
CRC Jan. 24 – Present

Marketing Manager
ITNAmerica Oct. 2023 – Jan. 2024

National Marketing Manager
ATI Apr. 2022 – May 2023

Regional Marketing Manager
First Onsite Jan. 2019 - April 2022

Marketing Contractor
IDEAL Industries Inc. Jun. 2018 – Jan. 2019

Director of Marketing
Baird & Warner Oct. 2013 – Nov. 2017

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# TECHNOLOGY

Photoshop, Illustrator, InDesign, Premier Pro

Microsoft Office and Teams
Hubspot, Salesforce, Luxor

Linkedin, Facebook, Twitter, TikTok Hive | SharePoint, Monday.com, Trello MRED, Connect MLS, ALN Data, CoStar, Zoom Info, Watchkeeper. Highspot, Outlook

# EDUCATION

Rock Valley College – Business

# CONTACT

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