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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