

# Corinna Tutor

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## Proven Brand Builder

Executive leader offering cross-functional marketing communications expertise. Extensive experience conceptualizing, developing, and implementing brand and product launches that support and exceed corporate objectives and strategies. Results driven with emphasis in lead generation, brand awareness and thought leadership, industry relations and lifecycle management.

Proven track record for sourcing and cultivating alliances to develop brands, products, promotions and sell through successes. Strong decision maker with the entrepreneurial spirit to deliver exceptional results with a key mix of core competencies.

Strategic Planner

Executive Relationship Builder

Strong leadership

Web Strategy

Integrated Marketing

Brand Builder

Global Experience

Hands-on Professional

Product Launches

## Spireon, Irvine, CA - Vice President Integrated Marketing

2011-2015

Developed and grew Spireon's brand into the industry's leading MRM company with over 2.3 million active subscribers. Managed the integrated marketing team of 10 people. Responsible for lifecycle marketing and social media campaigns driving over 60% of all leads for the automotive and fleet business segments.

Highlights: Demand Gen • Fastest Growing Fleet Company • 3 Company Awards • Inspire Award & President's Club

- Built a new marketing organization from the ground up. Scope includes product marketing, events marketing, marketing strategy & analysis, marketing communications and lead generation.
- Create and execute an integrated marketing discipline to convert brand equity into sales.
- Drive and implement all global marketing activities to ensure on-brand positioning and awareness across all aspects of the marketing mix, including brand management, content marketing, digital marketing, creative, customer communications, and event marketing.
- Partner with business owners/product teams to craft compelling value propositions, identify competitive differentiators, and successfully position existing and new products individually and as part of an integrated platform.
- Develop an annual integrated marketing plan and editorial calendar that strategically hits every potential target audience touch point to deliver messaging "in stereo".
- Manage all aspects of marketing planning, budgeting, metrics and reporting.

## HID Global, Inc. Irvine, CA – Director of Global Services

2008- 2011

Developed and built a global web strategy that increased leads by 50%. Managed a Team of 20 people. Established online leadership internationally including 10 translated sites, championed brand in print, events, multimedia and sales support.

Highlights:

- Mastered Demand Generation - established analytic tools and metrics to measure effectiveness of print, web and promotional efforts that enabled team to drive 20% more leads internationally YOY and reduce cost per click by 25%.
- Drove Brand Strategy - successful consolidation of multiple brands into parent brand including Fargo, AAIG, Active Identity and HID Identity.
- Built a digital marketing discipline that elevated the brand and provided qualified leads for Sales. Strategy included a content marketing strategy, up-leveling & globalizing the corporate website, implementing a comprehensive SEO/SEM strategy and driving ROI through a marketing analytics program.
- Managed relationships with a number of outside vendors: web design, digital media, graphic design and PR agencies.

## Autobytel, Inc. – Director of Consumer Experience

2007 - 2008

Enhanced UX and led demand generation strategies to increase engagement build retention and drive more conversions.

Highlights: Advanced User Experience • Drove Demand Generation • Established Social Channels

- Optimized User Experience Online – designed new and used car configurator that increased engagement by 30%. Implemented A/B testing improving conversions by 15%.
- Established SEM Dominance - implemented editorial and social content calendar, established and refined search engine best practices, implemented tools such as Chuck Walla that allowed the web team to move quicker.

## Additional Career Experience

### Answer Financial - eCommerce Channel Manager/Creative Director

2005 - 2006

Managed marketing lifecycle campaigns for six channels, led promotional strategies for affinity programs, facilitated listening labs, focus groups and user surveys, implemented A/B testing strategy.

Highlights: User Tested Interfaces • Lifecycle Management • A/B Testing to Optimize Performance

- Increased Demand Generation - HSBC and Capital One campaigns increased leads by 5%-8%
- Optimized Lifecycle Marketing - User input and A/B testing drove conversions by 12% and retention by 5%.

### CEIVA Logic, Inc. - Creative Service Director

2003 - 2005

- Designed New Product Line for 2005
- Increased Purchases - by 4% between new shopping cart creative and receipt offers

### LowerMyBills.com - Creative Director

2002

- Developed Process - successfully helped team managed over 50 new requests per week
- Directed New Email Templates - driving profits over a million dollars for company
- Drove A/B testing for demand generation

### eVoice, Inc. - Creative Director

2000 - 2002

- Managed Retention Programs - resulting in a increase in consumer retention by 35%
- Expanded Customer Base - by 30% through strategic online initiatives
- Reduced Employee Churn - by 100% through management by objectives and incentives

### Jenny Craig, Inc. - Creative Director

1995 - 2000

- Increased Client Retention - by 15% through more personalized program materials
- Increased Productivity - by 25% through implementation of a project management process
- Spearheaded New Retail Store - designed and successfully open new prototype retail store
- Increased Revenues - by 10-35% through development of 6 counter seasonal promotions

## Education

Bachelor of Arts Degree • The University of Iowa

• MBA Pending • University of Phoenix

## Awards & Honors

1999 JCI Over-Achiever Award • Jenny Craig, Inc.

2010 Genuine HID Hall of Fame Award • HID Global

2013 Inspire & President's Club • Spireon, Inc

## Strengths:

- Managed teams of 2 to 20 employees at any given time
- Successfully fostered highly productive cultures while maintaining a low overall churn rate of < 2% over 20 years of multiple teams
- Established successful race marketing events with positive ROI and satisfaction records
- Strong leadership skills with a highly collaborative and decisive approach
- Driven, high-energy, self-starter; comfortable working in a fast-paced, dynamic, and high-growth environment
- Understands and embraces importance of both internal and external personal relationships; able to build strong relationships with clients and partners and across all functions and levels internally
- Positive Attitude