

C.Ariana Bartolomea, MCM

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MARKETING AND COMMUNICATIONS MANAGER

**Strategic Marketing | Event Planning | Stakeholder Management | Brand Development |
Corporate Communication | Remote Team Management**

A Strategic Marketing expert with a 15+-year trajectory of orchestrating strategic marketing campaigns, event coordination and integrated communication strategies across diverse sectors. A visionary with a refined grasp on community engagement, versed in market expansion and enhancing stakeholder relationships; adept at synchronizing pivotal business objectives with growth aspirations to amplify returns on investment. Known for achievements in brand development and marketing, event planning, budget oversight, customer acquisition and retention, performance-based marketing, and collaborative brand ventures. Crafts actionable roadmaps that galvanize teams both intrinsically and financially to transcend organizational branding and communication targets through diverse market climates.

Areas of Expertise:

- Strategic Planning & Execution
- Brand Development & Management
- Program Management
- Stakeholder Engagement & Retention
- Event Management & Coordination
- Integrated Communication Strategies
- Budget Allocation & Management
- Digital Marketing & Research
- Public Relations
- Collaborations & Partnerships
- Community Engagement
- Team Leadership

PROFESSIONAL EXPERIENCE

MENTAL HEALTH OF AMERICA OF GREATER DALLAS - Remote May 2024 - Present **Marketing Consultant**

Aiding the agency in overall marketing strategy and planning, with a strong focus on updating marketing collateral, website maintenance and stakeholder communications.

THE CHILDREN'S HOME SOCIETY OF NJ - Trenton, NJ April 2022 - Present **Marketing Manager - Communication and Fund Development**

Seasoned Marketing Manager with a consistent record of designing and executing dynamic marketing strategies across varied campaigns. Renowned for driving enhancements in event orchestration, content innovation, web refinement, fiscal efficiency, and stakeholder collaboration. Demonstrates a sharp acumen for strategic communication, continually fortifying and nurturing stakeholder connections, culminating in superior retention outcomes.

Key Contributions

- **Strategic Planning:** Spearheaded transformative marketing strategies across 47 diverse programs spanning New Jersey and Eastern Pennsylvania, increasing overall program engagement by 30%.
- **Event Operations:** Successfully organized and executed 4 annual agency events, with revamped procedures increasing participant attendance and engagement by 25%.
- **Content Development:** Authored and designed 80% of organization's communication tools, leading to a 20% increase in stakeholder engagement.
- **Web & Digital Domination:** Instrumental in the website overhaul, accentuating user-centric design and brand consistency resulting in a 35% increase in online traffic.

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- **Resourceful Budgeting:** Proficiently managed a substantial \$400K marketing and communications budget, delivering maximum ROI.
 - **Stakeholder Relations:** Built and fortified donor relations, culminating in an impressive donor retention track-record via Donor Perfect platform.

CHESTERFIELD BAPTIST CHURCH - CHESTERFIELD, NJ January 2015 - Present

Marketing and Events Director | Board of Education & Chair, Advisory Council

Distinguished Marketing and Events Director with an extensive foundation in propelling growth, fostering profound engagement, and orchestrating memorable community outreach. Specialized in pioneering program advancements, flawless event management, invigorating team guidance, and deepening community ties. Unwavering dedication to operational excellence and curriculum innovation consistently delivered standout outcomes, amplifying student contentment and participation.

Key Contributions

- **Program Innovation:** Modernized curriculum for Sunday School
- **Event Mastery:** Directed 5 annual community events
- **Empowering Team Leadership:** Led the advisory council to align with church's objectives
- **Community Engagement:** Strengthened community bonds through targeted outreach programs
- **Innovative Curriculum Design:** Pioneered Vacation Bible School programs
- **Operational Excellence:** Streamlined operations with efficiency-driven strategies, such as optimizing resource allocation and financial management

LIFEWAY CHRISTIAN STORES - NASHVILLE, TN

June 2006 - September 2008

Strategic Marketing Coordinator - Orchestrating Growth and Collaboration

Proficient Marketing Coordinator with a flair for spearheading transformative growth and fostering synergistic alliances. During my distinguished tenure at Lifeway Christian Stores, I showcased a multifaceted approach to synergistic campaigns, event orchestration, stakeholder engagement, and innovative promotional blueprints. My unwavering commitment to resource optimization and astute media positioning perpetually drove enhanced brand visibility and a surge in sales.

Key Contributions

- **Collaborative Campaigns:** Led a national partnership with Operation Christmas Child
- **Sales Marketing:** Coordinated seamless in-store events bolstering customer engagement and loyalty.
- **High-Profile Collaborations:** Elevated the store's profile and engagement by nurturing quality partnerships with artists and authors.
- **Promotion Strategy:** Spearheaded marketing campaigns for Grand Openings.
- **Strategic Media Placement:** Elevated brand visibility in 5 key regions through targeted media placements.
- **Resource Distribution:** Streamlined the distribution process, benefiting 100+ stores with timely event material deliveries.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Vocal Music - Cum Laude (May 2003), Univ of Kentucky

Masters of Communication and Media - Emphasis in Corp Social Responsibility - 4.0 GPA (May 2020), Rutgers Univ

PCIL Certified in Disability Awareness & Sensitivity - (Oct 2022) Progressive Center for Independent Living

TECHNOLOGY CAPSULE

Adobe Suite | WordPress | Microsoft Office Suite | Canva | Social Media Tools & Management | Online Conferencing | Remote Task Management | Google Suite | Donor Perfect | Classy | Vengage