

CAROLINE BARON

Atlanta, GA 30317 | (404) 310-7275 | her@carolinebaron.com

MARKETING AND COMMUNICATIONS PROFESSIONAL

Creative leader specializing in brand strategy and content development. Results-oriented project advocate who knows how to build trust, motivate teams and deliver projects on time and on budget. Cross-team collaborator with experience managing strategic initiatives in a highly complex, multi-faceted thirty-two-billion-dollar organization. Passionate about creating people-centered communications that are effective in achieving business objectives. Skilled at facilitating stakeholder interviews to generate marketing and communications insights.

CORE STRENGTHS & SKILLS

- Market Research & Analysis
 - Project Management
 - Content Generation
 - Executive Presentations
 - Creative Resource Management
 - Brand Development
 - Strategy Formulation
 - Copy Writing
 - Competitive Analysis
-

PROFESSIONAL EXPERIENCE

TAILFIN MARKETING, Atlanta, GA

02/2017 – Present

Advertising & Branding Agency

Account & Traffic Manager

Partner with client teams to understand content and messaging strategy and create print and digital solutions to meet business goals. Project manage marketing campaigns, consistently delivering on budget and on time.

Monitor marketing and digital trends, translating them to help solve client business challenges.

- Manage campaigns and creative staff to execute print and digital projects for clients including: Chick-Fil-A, Georgia Tech, Phoebe Health, Syneron-Candela, HydraFacial, Corrigo, Willy's Burritos and Wyndham Hotel Group.
- Build and operationalize project management tools and processes to meet aggressive campaign deadlines on time and on budget.
- Support clients with brand strategy research, exploring case studies and best practices to gather insights for marketing campaign development.

FREELANCE CONSULTANT, Atlanta, GA

11/2014 – 02/2017

Brand & communications consultancy

Communications & Brand Positioning Consultant

Developed insight driven brand & marketing strategy for small businesses and start-ups. Moved fluidly across multiple industries, applying marketing and branding frameworks to create actionable go-to-market strategies.

Facilitated customer interviews, focus groups, and internal brainstorming sessions for buyer persona creation and customer journey modeling. Understood and represented audience priorities to ensure communications were clear and effective.

- Led market research, including buyer persona interviews and focus groups, for Clarify My Brand, a marketing start-up, resulting in development and successful launch of innovative service offering.
- Wrote copy & developed marketing collateral for FTA International, a trade law consultancy with \$1M annual revenue, resulting in increased customer engagement from strategic large accounts.
- Partnered with graphic design experts to create brand guidelines and marketing collateral for social media consultancy Hello Media, resulting in successful company launch.
- Steered buyer persona creation and customer journey modeling for Gradschoolmatch.com, an educational startup, resulting in revised brand positioning and customer engagement strategy.

PROFESSIONAL EXPERIENCE (CONTINUED)**ABB, New Berlin, WI**

08/2011 – 11/2014

*Leading manufacturer of power and automation products for utility, manufacturing, and infrastructure industries***Commercial Key Accounts Manager-HVAC Drives Business Unit**

Analyzed market segments and leveraged industry expertise to advise both internal stakeholders and external partners on large business segment needs and priorities. Partnered with \$1M+ accounts to evaluate energy efficiency retrofit projects for likelihood of improving operational efficiency and reducing operating costs. Identified specific pain points for various customer groups and coached distributor sales channel to capture key accounts. Partnered with key internal business partners to identify and pursue mutually beneficial business development opportunities.

- Developed and operationalized go-to-market strategy for large business segment resulting in increased sales and customer satisfaction for \$140M product line.
- Established and led partnership initiative with Enerfit, a leading industry provider of energy efficiency retrofit solutions, displacing an entrenched competitor in the \$53M big box retail market.
- Developed new segment strategy including market segmentation, partner evaluation, and competitive analysis for \$110M expansion opportunity into the cold storage market.
- Maintained working knowledge of trends, technology, and priorities of key accounts.
- Consulted with senior executives and sales teams to capture energy efficiency retrofit sales with Home Depot & Target stores, and Walmart, Facebook & EBay data centers.

HUBBELL POWER SYSTEMS, Aiken, SC

11/2010 – 08/2011

*Leading manufacturer of transmission, distribution, and substation products for utility industry***Application Engineer-Insulator Business Unit**

Prioritized customer needs to ensure on time order delivery in a fast-paced manufacturing environment serving local and international utilities.

- Interpreted technical and commercial requirements from utility specifications to create accurate and detailed project quotations and coordinated with manufacturing team to ensure on time order delivery for \$60M product line.
- Collaborated on development of new products, including successful introduction of a new product line for expansion into the light rail market.
- Translated technical specifications into easily understood buyer benefits for marketing collateral and sales presentations, maintaining market leadership and customer satisfaction.

ABB, Raleigh, NC

07/2009 – 11/2010

*Leading manufacturer of power and automation products for utility, manufacturing, and infrastructure industries***Internal Strategy & Marketing Consultant**

Worked with ABB's corporate strategy team to develop market reports and managed tradeshow, industry marketing, and trade publication presence for the Smart Grid Initiative, one of five corporate strategic initiatives for the \$35B company. Gained buy in from internal stakeholders across heavily siloed divisions for cross divisional sales and marketing opportunities.

- Combined data driven insights and analysis of competitors' marketing to deliver strategic recommendations for new product and service offerings in Biofuels, Data Center, and Smart Grid industries to ABB's executive team.
- Worked with marketing team and agency partners to create tradeshow marketing campaigns for Smart Grid Initiative's presence at Distributech, IEEE's trade show, and the World Energy Congress.

- Gathered and analyzed market data, industry trends, and competitor activities to create weekly reports used by ABB's corporate strategy team and the President of ABB North America to keep a finger on the pulse of the market.
- Translated content developed by subject matter experts for consumption by a variety of audiences in trade publications, consumer marketing, and sales presentations.

EDUCATION & AFFILIATIONS

EMORY UNIVERSITY, Atlanta, GA

Master of Business Administration, *Top 10% of Graduating Class, Executive Coaching Fellow*

CLEMSON UNIVERSITY, Clemson, SC

Bachelor of Science in Mechanical Engineering, *3.92 GPA*

Engineer in Training (EIT) • CTI Trained Coach • Experienced in applying Storybrand® marketing framework