

TERESA FREAS

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(c) 770-262-8267 (h) 678-566-1945

PROFESSIONAL PROFILE

Proven marketing leader adept at orchestrating strategic projects spanning multiple functional areas, as well as executing at the tactical level when necessary. Experienced in a multi-million dollar public corporation and recognized for integrity, passion, drive and enthusiasm. A supportive, motivational leader exhibiting flexibility and an adaptability to change, thriving in a fast-paced environment.

Areas of Expertise:

Strategic Planning Brand Transition Client Consulting Web Site Redesign Advertising
Marketing Communications Consumer Insights Marketing Research Competitive Intelligence
Branding & Positioning Project Management Budgeting Campaign Management

Career Accomplishments:

- Managed B2B corporate Web site redesign, transforming the site from an under-utilized business card to a lead generation tool.
 - Led cross-departmental team, driving new brand launch and transition plan for a \$350 million organization.
 - Designed a strategic business development and recruiting tool, resulting in an incremental lift in application volume of \$16 million within the first month; used in hiring 100 associates in first year.
 - Managed \$1.2 million annual advertising budget, boosting brand awareness to over 90% in the company's home market in less than three years.
 - Initiated and managed implementation of internal print-on-demand system, reducing printing and outsourcing costs by an estimated \$200,000 annually.
 - Led cross-functional team in implementation of an Enterprise Campaign Management system, reducing campaign lead times from weeks to days, while reducing outsourcing costs by \$100,000 annually.
 - Designed and managed annual satisfaction study, resulting in the implementation of an automated phone system, the hiring of additional personnel and a formalized customer service training program, resulting in a 50% reduction in hold times.
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PROFESSIONAL EXPERIENCE

INTUIT FINANCIAL SERVICES, ATLANTA, GEORGIA, 2008 TO PRESENT

A division of Intuit Inc. and leading provider of online financial management solutions and services for more than 9 million consumers and businesses through nearly 1,900 financial institution clients.

Manager: Corporate Marketing

Direct responsibility for managing web site redesign, brand transition, messaging, sales support initiatives and competitive, market and industry insights.

- Managed brand launch and phased transition plan across 20+ departments and functional areas.
- Led redesign of corporate Web site, managing cross-functional team of creative designers, copywriters and web designers.
- Developed corporate value proposition and strategic messaging framework.

Manager: Marketing Research

Direct responsibility for managing all aspects of competitive, market and industry insights.

- Created in-house competitive intelligence function to support executive leadership, sales, product and marketing including monthly and quarterly assessment reports, calls and sales training.
 - Redesigned quarterly market and industry intelligence reporting to support executive leadership.
 - Led telemarketing lead generation initiative providing sales with 250 leads within six months.
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HOME Banc MORTGAGE CORPORATION, ATLANTA, GEORGIA, 1998-2007

Leading retail mortgage lender in the Southeast, with over \$130 million dollars in annual revenues.

AVP, Director: Marketing

Direct responsibility for managing research, advertising, marketing communications, data analytics and marketing automation while supervising a professional staff of five.

Marketing Research / Consumer Insights

Development and supervision of all aspects of research and market/consumer insights.

- Grew research department from infancy into a well-respected, crucial function within the organization, managing all facets of primary and secondary research activities including satisfaction, loyalty, defection/retention, segmentation, ad-awareness, pricing and mystery shopping.
- Led team of cross-functional leaders to redefine the company's value proposition, conducting customer touch-point and customer lifecycle mapping as well as customer lifetime value analysis.

Advertising / Branding

Management of media agencies, creative, copywriting/editing, promotional development and branding.

- Prepared and implemented annual media plans for regional advertising across ten markets, including outdoor, print, radio and television.
- Directed internal rebranding efforts in support of multiple facility relocations, while managing the changeout of company-wide print collateral in support of corporate rebranding initiative.

Marketing Communications

Supervision of external and internal communications efforts via traditional and online/email methods.

- Initiated and managed implementation of a leading edge internal print-on-demand system and the company's first Campaign Management system.
- Key contributor to website redesign team, consulting with external resources in development of new site capabilities and search engine optimization efforts.

Data Analysis / Marketing Analytics

Management of data analysis and analytics to support business development, sales/volume forecasting and competitive intelligence.

- Designed key performance indicator reports, including market share, weekly sales analysis, quarterly economic and industry trending, B2B penetration and customer retention scorecards.
 - Created market sizing and sales trends analyses to support new market growth, uncovering the need to reduce facilities/overhead costs to hit a realistic break-even within three years of market entry.
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EQUIPRIME MORTGAGE, ALPHARETTA, GEORGIA, 1998

Regional mortgage lender headquartered in Birmingham, Alabama.

Assistant Vice President

AMERICAN GENERAL FINANCE, GAINESVILLE, GEORGIA, 1996-1998

National consumer finance lender providing loans, retail financing, insurance and other credit related products headquartered in Evansville, Indiana.

Branch Manager

EDUCATION

Bachelor of Business Administration, International Business

University of Georgia, Athens, Georgia
Concentrations: Marketing, German

Certificate, Principles of Marketing Research

University of Georgia, Athens, Georgia
