

A D R I A

E L L E R B R O C K

16957 E. Crestline Place ▪ Centennial, Colorado 80015
300.400.5484 (office) ▪ 303.400.5096 (fax) ▪ 303.525.0400 (cell)
aellerbrock@figure-speech.com ▪ www.figure-speech.com

PROFESSIONAL EXPERIENCE

A Figure of Speech, Inc.

04/99 to Present

Founder/Director of Marketing for a national marketing consulting firm. Responsible for providing comprehensive consulting and tactical marketing services to companies in diverse industries (including hi-tech, healthcare, insurance, environmental, and more). Combined marketing expertise, business savvy, and an integrated communications approach to provide clients with results-driven deliverables. Successfully generated revenue, improved ROI, and contributed to the bottom line for numerous start-up, early stage, and established businesses.

Played a critical role in helping companies gain market share and grow by developing and executing unique, yet strategic, marketing campaigns that utilized multiple channels and targeted both B-to-B and B-to-C clients. Created value and loyalty by delivering expert consulting services in addition to providing a one-stop shop for a broad range of tactical deliverables (including advertising, branding, internal/external communications, hi-touch direct mail campaigns, trade shows/events, and email/Web strategies).

My value proposition: Over 17 years of marketing experience where my business expertise (backed by an MBA) and broad tactical skill set have resulted in successful, award-winning marketing campaigns. My ability to mix creative ideas with proven strategies to produce results.

PAST EXPERIENCE

Experian (formerly Customer Insight Company)

09/97 to 04/99

Marketing Consultant for a database marketing software company. Responsible for providing strategic and tactical marketing services and supporting sales/business development functions. Increased revenue through the execution of campaigns promoting various software products. Responsible for managing a \$350k advertising budget. Also managed the product launch for Intelligen™, a million dollar database software solution.

Stone & Webster Management Consultants, Inc.

09/93 to 09/97

Marketing Consultant for an international hi-tech software consulting firm.

OTHER ACTIVITIES

Harlequin Wheelchair Rugby - Board Member / Advisor *01/03 to present*

Denver Shares

10/01 to 09/02

Co-Founder/Director of Marketing for Denver Shares, a local non-profit organization created to serve local charities after the 9-11 tragedy. As the Co-Founder, I was responsible for launching the organization, enabling the vision, and leading the grass-roots effort. As the Director of Marketing, I was responsible for all internal/external communications, marketing strategy, tactical deliverables, and event promotion for our first annual wine tasting event. The Denver Charity 2002 drew over 800 attendees and raised over \$20k for five Colorado charities.

EDUCATION

Colorado State University

B.A. ~ Technical Journalism December, 1992
Emphasis ~ Public Relations Minor ~ Sociology

University of Colorado at Denver

M.B.A. ~ Marketing Concentration December, 1999

REFERENCES

Available Upon Request