

## Melanie L. McNulty

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### EXPERIENCE SUMMARY

Creative communications professional with a unique combination of brand and advertising planning, and marketing communications management experience. Excellent skills in creative strategy, artistic direction, project management and program innovation as well as developing strong creative teams and collaborative development of marketing programs strategy. Proven success in campaign planning, creative direction, budget management, cost control and employee management and training. Skilled in learning new technologies/customers and applying marketing insights. Industry experience includes: telecommunications, storage systems, EDA, Internet, architecture, financial, and executive management.

### PROFESSIONAL EXPERIENCE

#### **Independent Contractor**

**2006 – Present**

*Brand and marketing communications*

Client list includes storage, EDA, construction and landscape architecture industries.

- Project management focus on corporate video & photography, screensavers, and corporate mural for new building, interactive advertising campaigns, brand training tools, and collateral development.
- Development of marketing plans, strategies and creative direction for updates to company websites.

#### **Regent Pacific Management Corporation - San Francisco, CA**

**2001 – 2005**

*An international firm specializing in the restructuring, recovery and renewal of underperforming companies*

#### **Director, Corporate Marketing**

Responsible for creative development and implementation of all branding and advertising campaigns, corporate marketing materials and website, management of corporate trademarks, and outside vendors, interface with corporate trademark attorneys.

- Refreshed outdated corporate identity and brand messaging resulting in production of corporate and marketing collateral with engaging graphics and messaging.
- Expanded advertising activities with new creative and negotiated premium placement positions in legal directories and industry trade journals, resulting in a 60% increase in litigation support billings for the firm, expanded visibility among key prospects, and enhanced brand awareness.
- Worked with outside PR contractor to secure editorial opportunities and speaking engagements at industry conferences resulting in increased market awareness in the US and UK and new relationships with key marketing contacts.

#### **Cisco Systems, Inc.- San Jose, CA**

**2000 – 2001**

*A worldwide provider of Internet hardware, software and service solutions to companies and service providers*

#### **Branding Program Manager**

Responsible for program development, brand training and governance of the corporate brand.

- Developed corporate partnership branding strategy program in conjunction with partnership and alliance directors and outside branding agency, including standards for use of new partnership logo and transition from old partnership program.
- Monitored creative identity standards updates and represented Cisco at branding forums.
- Participated in the team brand training for Cisco offices in Japan and corporate headquarters.

**Synopsys, Inc.** - Mountain View, CA  
*A world leader in electronic design automation*  
**Global Brand Manager**

**1998 – 2000**

*(Promoted from Marketing Communications Group Manager in 1998)*

Responsible for corporate brand, advertising and marketing communications activities.

- Realigned company's disparate business units' branding and advertising under one, worldwide corporate brand within 9 months by establishing new brand messaging, positioning and identity standards. This was completed on time and expenditures came in under the approved budget.
- Corporate brand strategy and identity standards were embraced across the company with significant support and buy-in from senior executive staff resulting in consistent messaging, graphic standards, and positioning for all products and services worldwide for the first time in corporate history.
- Successfully drove creative strategy representing the new brand for the 1999 annual report, tradeshow presence, and worldwide corporate advertising campaign in support of the new brand strategy.
- Introduced product naming model and decision tree process for product naming.
- 1999 annual report won two separate *ADDY* awards: the 1999 *San Francisco Addy Awards* competition and the 1999 *San Jose Silicon Valley Gold Addy Award* competition for best marketing collateral.
- Managed team of seven direct reports representing creative design and marketing communications
- Successfully managed advertising agency review and selection process.

**Lucent Technologies, Inc.** - Milpitas, CA  
**Octel Messaging Division (formerly Octel Communications, Inc.)**

**1995 – 1998**

*A telecommunications company specializing in optical, data and voice networking*

**Senior Marketing Communications Manager**

Responsible for managing the development of B2B marketing communications materials in support of Octel voice messaging products.

- Received employee excellence award for managing the employee and customer communications during the acquisition process.
- Successfully drove strategy to maintain Octel brand via using it as a sub-brand/product name for voice messaging systems produced by Octel within the Lucent branding system.
- Completed re-branding of Octel collateral ahead of schedule under budget.

## **PRIOR RELEVANT EXPERIENCE**

**Technology Funding** - San Mateo, CA  
*A venture capital firm specializing in public limited partnerships*  
**Marketing & Investor Communications Manager**

**Scientific Micro Systems, Inc.** - Mountain View, CA  
*A developer and manufacturer of storage subsystems, controller boards for IBM computer systems, and storage hardware for Apple computer systems*  
**Corporate Communications Manager**

**Schenkein Associates**- Denver, CO  
*An advertising and public relations firm*  
**Advertising Account Executive**

## **EDUCATION**

University of Denver – M.A. (Communications)  
Southern Methodist University – B.F.A.  
Stephens College – AA

Denver, CO  
Dallas, TX  
Columbia, MO

## **HOBBIES AND SKILLS**

Artist, landscape, and interior design