

CONSTANCE BENSON

129 WOODRIDGE DR. • HARRISBURG, PA 17110 (717) 350-3456 12CBENSON@GMAIL.COM

MARKETING AND PROJECT MANAGEMENT PROFESSIONAL

QUALIFICATIONS PROFILE

- Highly self-motivated and results-driven management professional with more than 14 years providing high-performance marketing, CRM & customer service, business management, and IT project management in the financial services and healthcare sectors.
- Detail-oriented without losing sight of the big picture, analytical and methodical with critical thinking to strategize solutions in addressing work issues even under stressful work conditions.
- Well-organized with multitasking and prioritization skills that optimize resources to achieve outstanding results.
- Decisive leadership, strong people management, and exceptional interpersonal communication skills that inspire confidence while forging teamwork synergies with colleagues and subordinates across diverse ethnicities.

KEY EXPERTISE

Marketing

- Market Research & Planning
- Content Marketing
- Email Marketing
- Social Media Marketing
- Traditional Marketing
- Product Branding & Positioning

Project Management

- Multiple Concurrent Project Management
- Strategic Planning and Execution
- Systems/Business Needs Analysis
- AGILE/Waterfall Mythologies

Technical

- MS Office (*Word, Excel, PowerPoint, Access, & Outlook*)
- MS Project, Visio,
- Adobe Creative Suite
- Wordpress, Telysus, SharePoint, Weblinks, Adobe Contribute
- Canva, Piktochart, Mailchimp

PROFESSIONAL EXPERIENCE

PENNSYLVANIA MEDICAL SOCIETY (PAMED) • HARRISBURG, PA

Assistant Executive Director

2015 – Present

- Collaborates with the executive director in executing marketing campaigns, conducting market research, processing/analyzing reports, and arranging board meetings for physician client groups.
- Researches and improves on the marketing strategies of each physician client group, generating more responsive marketing strategies to meet their needs.
- Implements innovative integrated marketing strategies across print, digital, mobile, social media, and web platforms.
- Oversees production of high-quality print publications such as magazines.

JPMORGAN CHASE CO. • MECHANICSBURG, PA

Senior IT Marketing Project Manager

2012 – 2014

- Worked in the project office team for the Chase Ultimate Rewards loyalty platform, leading teams across technical, financial and business disciplines.
- Provided strategic direction and focus in meeting business objectives, ensuring project deliverables were completed on time, on budget and with the desired results.
- Harnessed AGILE and Waterfall approaches depending on project specifics and client goals, creating detailed project charters and team performance metrics. Managed project risks and facilities issue resolution.
- Developed and presented project progress reports and expected deliverables to senior management in weekly executive operating steering committee meetings.
- Led and managed 60 team members, and 5 IT / marketing professionals in a high-profile 2-year IT project with a \$6M budget that significantly enhanced customer service to more than 8 million customers.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Marketing Manager / Relationship Manager

2010 - 2012

- Managed cross-functional teams in enhancing online marketing for the Chase.com commercial portal.
- Ensured compliance with service quality standards for all Chase business stakeholders, fostering professional relationships with clients, providing clear business direction to the team, and conducting regular progress reporting to senior executives.
- Directed, coordinated and supervised a team of 15-20 technicians in handling resolution of technical issues.
- Oversaw expected deliverables for a team of 25-30 developers with 90% in remote and offshore locations.
- Managed high-probability risks associated with internal and external projects.
- Implemented various process improvements to streamline system development life cycle (SDLC).
- Coached and mentored junior management and staff on new policies, procedures and industry regulations.

PENNSYLVANIA STATE EMPLOYEES CREDIT UNION • HARRISBURG, PA

Senior Marketing Manager

2002 – 2010

- Managed a team of 8 marketing professionals discharging their responsibilities in marketing and advertising.
- Oversaw market positioning and brand management, budget management, media planning and buying, lead generation, content marketing, agency management, online and social media marketing.
- Developed and executed annual marketing plans and revenue forecasts to achieve financial targets.
- Conducted continuing customer/market research and demographic profiling to target unmet market needs ahead of competitors.
- Collaborated with product managers and senior teams to develop the business, position new and existing products, create ad copies, and execute marketing plans and strategies to ensure world class customer experience.
- Developed and executed marketing campaigns/programs that catapulted the company as a major lending institution while increasing market penetration.

EDUCATION & CREDENTIALS

PENNSYLVANIA STATE UNIVERSITY • State College, PA

B.A. Journalism | B.A. Psychology

Awards & Recognition

- "Most Dedicated" Employee for the Chase Loyalty Platform
- Award of Excellence for Outstanding Advertising: "Go Branchless" Campaign
- Award of Excellence for Segmented Marketing: "New Member Experience" Campaign
- Best of Public Relations Communications Award for Fraud Awareness
- Record Loan Growth: "Great Rate" Campaign