

MARIANE CEBALLO

Communications Professional

PROFILE

- Creative, yet strategic, results-oriented communications leader
- Extensive experience in internal and external communications, digital/web, social media, video, and photography.
- Brand strategist, fearless innovator, inspiring leader, and passionate storyteller.



2-B STUART DRIVE, DANBURY, CT



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EXPERIENCE

SOLE PROPRIETOR | BRAND DESIGNS | 2019 - PRESENT DANBURY, CT

- Design and develop engaging websites, logos, and marketing collateral for customers in a wide variety of markets. Additionally, manage SEO and social media efforts.

DIRECTOR, NORTH AMERICA COMMUNICATIONS | UNIMIN CORPORATION | 2016 - 2019 NEW CANAAN, CT

- Developed corporate communications strategies and managed editorial calendar and content (leadership communications, success stories, employee spotlight, community news, and crisis communications).
- Led merger communications effort and served as change agent for employees.
- Assisted in the management and execution of industry events and conferences.
- Managed public relations efforts across 39 sand plants and terminals.
- Led digital strategy (designed, built and maintained external websites, and managed intranet).
- Produced videos to drive employee engagement and generate awareness of key messages and initiatives.
- Designed creative content to support various stakeholders internally and externally (banners and collateral).
- Implemented reporting mechanisms for web, social, PR, internal news, and newsletters.
- Encouraged and measured engagement via surveys and round table discussions.

CONTENT STRATEGIST & WEB OPERATIONS MANAGER | SIRIUSDECISIONS | 2014 - 2016 WILTON, CT

- Managed the execution of the persona-based digital marketing and content strategy created for C-suite executives. Increased awareness by 37%.
- Devised strategies to drive online traffic (including social, video, and utilization of outbound campaigns).
- Championed vision and promotional efforts for five yearly conferences including digital, advertising and paid and organic social media.
- Managed success reporting by monitoring click-through rates, traffic, and conversions.
- Served as in-house photographer, and videographer on a variety of promotional videos.

SOLE PROPRIETOR | BRAND DESIGNS | 2009 - 2014

DANBURY, CT

- Designed and developed engaging websites for customers in the insurance industry
- Recommended and implemented CMS tools, social direction, and SEO tactics
- Wrote copy and provided design elements for web and print materials

DIRECTOR, CORPORATE COMMUNICATIONS | THE NAVIGATORS GROUP | 2007 - 2009

RYE BROOK, NY

- Developed and executed internal communications tactics and strategies
- Delivered global strategic communications using multiple channels including email, intranet, video, Town Halls, webcasts
- Lead public relations efforts increasing pick-up by 12%
- Managed development of Annual Report including content and imagery
- Designed and produced eye-catching marketing collateral for multiple business segments
- Championed redesign of multi-language website. Increased usage by 17%.
- Recognized by CEO and broker audience for eye-catching print media campaign

SENIOR MANAGER, COMMUNICATIONS | GENERAL ELECTRIC | 2000 - 2007

DANBURY & STAMFORD, CT

- Developed communications strategy and managed messaging in support of vendor financial services, equipment financing solutions, and GE Capital.
- Drafted and produced executive communications for GE Capital's senior leaders, ensuring clear and consistent messaging across products.
- Editor, internal news magazine - reader base of 17,000
- Maintained external website and metrics associated with visitors
- Managed community relations efforts for GE Capital, focusing on financial literacy
- Served as public relations lead for GE Business Credit Services

MANAGER, INTERNAL COMMUNICATIONS | GARTNER | 1995 - 2000

STAMFORD, CT

Manager, Internal Communications (3/98 – 5/00)

- Managed content for the global corporate intranet
- Wrote and edited interviews and articles for internal newsletter and intranet
- Managed Town Halls and other corporate events

Manager, Finance Administrative Services (6/97 - 5/98)

- Managed team of five responsible for supporting senior leaders
- Editor, Gartner Globe (internal newsletter)
- Implemented company-wide document management system enabling the streamlining of contracts-to-collections process
- Organized and executed community relations events

Finance Coordinator/Small Business Liaison Officer (3/95 - 6/97)

- Responsible for contract changes/negotiations
- Modified and submitted GSA documents
- Promoted to Supervisor, Finance Administrative Services

EARLY CAREER

DELOITTE & TOUCHE, LLP, WILTON, CT
PLAYTEX FAMILY PRODUCTS, STAMFORD, CT

EDUCATION

Norwalk Community College
Business Administration/Communications
1984 - 1988

SKILLS

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
CAMTASIA
ADOBE PREMIERE PRO
HTML/CSS
WORDPRESS
EKTRON
SITECORE
SHAREPOINT

EXPERTISE

COMMUNICATION STRATEGY
STORYTELLING
EMPLOYEE ENGAGEMENT
WEB DESIGN
PHOTOGRAPHY
VIDEOGRAPHY AND EDITING