

Linda DiBias

MARKETING & COMMUNICATION LEADER

A highly accomplished sales & marketing professional whose career has spanned multiple industries including technology, manufacturing, and insurance. I began my career in customer service and has held numerous roles in sales consistently meeting or exceeding all targets and objectives. I quickly moved from sales to operations, then communications, and ultimately my passion of marketing. My ability to master new approaches and meet client needs with smart solutions has made me a top performer. My success is driven by my superior people and problem-solving skills and her ability to apply a cross-functional approach in what is normally a siloed space.

I have championed women in my industry and have served on the board of the Woman's Association of Verizon and was a founding member of the Board for Women in Manufacturing as well as a member of Women in Business for the Morris County Chamber of Commerce. In addition to my board appointments, I am passionate about mentoring today's youth and was an advisor for #Buildbygirls and Girls, Inc.

I have appeared in numerous podcasts and guest presentations to discuss marketing strategy and innovation and development of internal communication programs focused on employee valued programs across an international workforce.

I received my MBA, with a focus in marketing, from Centenary College and a bachelor's degree from Fairleigh Dickenson University, as well as a Digital Marketing Certification from Cornell and a Social Media MBA from Rutgers. I live in Far Hills, NJ, where I have raised three children.

Notable Accomplishments

- Rebranded a 40-year-old company, developing brand strategy, collaborating cross-functionally to understand the needs of each business unit (4 regions & 3 divisions).
- Redesigned & launched a cutting-edge website, integrating all business units into 1 unified site.
- Upgraded operational processes to a fully digital omni-channel experience.
- Created marketing strategy that included digital placement, social media, paid media, SEO, sponsorships, partner and 3rd party events and videos, resulting in new lead generations, 25% increase in followers & 660% increase in engagement.
- Designed & implemented Employee Experience programs such as Employee Recognition and Innovation programs, resulting in 87% positive feedback and 82% response rate on Global Employee Survey.

Prior Organizations



Expertise

- Strategic Marketing
- Brand Management
- Social Media Management
- Internal/External Communication

Key Skills

- Developing new and improved business processes to drive growth
- Team development & Leadership
- Cross Functional Collaboration
- Establishing & leading effective digital campaigns
- Digital Agency evaluation and management

CONTACT

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