

Linda DiBias

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Portfolio

VISIONARY MARKETING STRATEGIST: Fusing Creativity & Data for Exceptional Results

AREA OF EXPERTISE

- ABM
- Brand Management
- Manage Budget & Profitability
- Campaign Management
- Communications, internal &
- Cross-Functional Collaboration
- Digital Marketing
- Enterprise Management
- Lead & Mentor Staff
- Market Research
- Project Management
- Relationship Building
- Strategic Market Planning
- Social Media Management
- Content Development

ACCOMPLISHMENTS

- Track record in diverse industries, including technology, wireless, mobility, manufacturing, and insurance.
- 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 in 2021, integrating all business units into 1 unified site.
- Designed & implemented Employee Experience programs such as Employee Recognition and Innovation resulting in 87% positive feedback and 82% response rate on Global Employee Survey.
- Created omni-channel strategy, resulting in new lead generations, 25% increase in followers & 660% increase in engagement.

PROFESSIONAL WORK EXPERIENCE

VENGRESO – FAR HILLS, NJ

2023 – present

Acting CMO

Provide invaluable subject matter expertise to small start-up companies, devising strategic plans that drive exponential business growth. Orchestrated a successful marketing strategic acquisition plan for a B2B SaaS start-up, executing innovative growth initiatives such as the Affiliate and Account-Based Marketing programs.

GLOBAL BENEFITS GROUP – PRINCETON, NJ

2020 – 2023

Vice President of Corporate Marketing & Communications/CMO

- Oversaw all marketing efforts for a PE-acquired Global IPMI insurance company, operating across NA, LATAM, EMEA & APAC regions with \$260M+ in revenue and 450 employees.
- Assembled and led a top-performing team of 7 marketing professionals, providing mentorship and fostering skill development.
- Developed strategic 3-year Marketing Plan and efficiently managed internal vendor and agency relations.
- Pioneered the Marketing Technology roadmap, integrating marketing automation platforms, resulting in streamlined management of distribution lists, emails, newsletters, and social media publishing.
- Revamped the brand strategy in collaboration with cross-functional teams, culminating in a unified state-of-the-art website launch in 2021.
- Implemented customer personas and email journey campaigns, driving lead nurturing, customer retention, and ABM initiatives.
- Established the company's 1st Core Values and Corporate Social Responsibility programs

GLOBAL BENEFITS GROUP (CONTINUED)– PRINCETON, NJ

- Oversaw all content development, including thought leadership blogs, infographics, and product collateral for the entire product portfolio
- Focus on B2B and B2C for international students and expatriates, supporting the customer lifecycle from initial brand positioning, lead generation, ABM, and Sales Support through customer retention
- Directed Employee Advocacy program, created content to share on personal social channels
 - Generated a 46% increase in brand awareness through impressions and shares
- Implemented Employee Experience programs such as Recognition and Innovation
 - Generated 87%+ positive feedback and 82% response rate on Global Employee Surveys

THE WEISS-AUG GROUP – EAST HANOVER, NJ

2019 – 2020

Head of Marketing Communications & New Business Development

- Led Marketing Communications and New Business Development for a privately owned 500 employee manufacturing company in the US and Mexico, supporting Medical Device, Automotive and Aerospace.
- Led team of 2 direct reports and 5 regional supports, directing all marketing for 6 business units.
- Orchestrated redesign of all legacy websites, consolidating to an innovative and united corporate website
- Led events and trade shows, strategically driving visits and new business opportunities to the booth.

VERIZON – BASKING RIDGE, NJ

2000 - 2019

Head of Global Social Media Marketing (2015 – 2019)

- Various roles within Verizon's B2B Sales, driving growth in mobility, wireless services, IoT, security and 5G.
- Served as the Head of Global Social Media Marketing for Verizon Enterprise Solution, supporting accounts in NA, EMEA, LATAM & APAC.
- Oversaw digital content marketing and social media efforts, focusing on brand management, social engagement, campaigns, and sales enablement - drove LinkedIn engagement 1500% YoY.
- Launched 1st Employee Advocacy program, yielding a 55% increase in brand awareness.
- Spearheaded social selling program on LinkedIn Sales Navigator, achieving 44X ROI.

Communications Manager (2011 – 2015)

- Managed internal sales-facing communication and intranet resource library.
- Led social media channels, collaborating cross-functionally with product leads/subject matter experts to publish 6-8 daily posts, supporting product launches, events, and blogs and for all product pillars.

B2B Sales, Account Manager (2000 – 2011)

- Advanced/exceeded targets through various sales positions for Healthcare accounts at Verizon Wireless.
- Managed a Group Purchasing Organization contract, achieving deep discounts while managing over 30 outside sales reps in driving net adds & growing account 42% y/y.

EDUCATION

CENTENARY UNIVERSITY – MASTER'S, MARKETING
FARLEIGH DICKINSON UNIVERSITY – BACHELOR'S, BUSINESS MANAGEMENT
RUTGERS UNIVERSITY – MINI MBA, SOCIAL MEDIA
CORNELL UNIVERSITY – DIGITAL MARKETING

VOLUNTEER

COMMUNICATION'S DIRECTOR – WOMEN'S ASSOCIATION OF VERIZON EMPLOYEE, ERG
MENTOR - GIRLS INC.
ADVISOR/MENTOR - #BUILTBYGIRLS