

ELISA LARSEN

Blue Springs, MO | 816.520.6769

elisalarsen115@gmail.com

elisalarsen.com

[linkedin.com/in/elisalarsen/](https://www.linkedin.com/in/elisalarsen/)

MARKETING MANAGER DEDICATED TO EMPOWERING CAMPAIGNS

Dynamic and experienced marketing professional with a proven record of brand building, and overseeing campaigns from concept to completion. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges.

Areas of expertise include:

- **Account management**
- **Project management**
- **Creative production**
- **Website UI/UX**
- **Media buying**
- **Marketing governance**
- **Partner and vendor relationships**
- **Market, audience research/analysis**

PROFESSIONAL EXPERIENCE

PIONEER SERVICES | KANSAS CITY, MO | 2005-PRESENT

This financial services company is a leading provider of personal loans for military. They have served more than 1.4 million military families across the country and worldwide for more than 30 years.

MARKETING MANAGER

Providing strategic marketing direction by developing integrated marketing campaigns for national, franchise, and local market initiatives that strengthen brand, drive customer growth and introduce new products. Responsible for developing and managing marketing campaigns and projects, and ensuring their successful implementation, on budget, on time to meet established goals.

- Development and deployment of successful marketing campaigns and own their implementation from ideation to execution to boost the company's reputation and drive qualified traffic.
- Supervising creative production that includes developing creative briefs, managing in-house and external creative talent, video and film pre-production planning and shooting, and location scouting.
- Managing marketing projects and job flow processes including strategy/planning documents, overseeing SOPs and serving as the compliance liaison.
- Project management of UI/UX for development of websites to ensure alignment with scope as defined in statement of work to include review and QA designs, development of project plans and monitoring of progress, tracking project performance; providing feedback to ensure all changes are complete and accurate.
- Planning/buying for media campaigns in all channels including radio, tv, print, online and outdoor.

Accomplishments:

- Online marketing digital campaign resulting in 22 million impressions and approximately \$300,000 in loan volume.
- Military Friendly Brand 2019 campaign, including digital advertising, print, outdoor, social media, and email, resulting in 420,000 impressions and \$2.7 million in loan volume.
- [Military-themed videos](#) created and promoted across several mediums.
- Comprehensive marketing campaign for giveaway resulting in 44,858 page views, 17,125 entries, 1,191 loan applications.
- UI/UX for customer-facing marketing website and transaction website, including corresponding platforms, resulting in 1,000,000 site visits annually.

MMG WORLDWIDE ADVERTISING | KANSAS CITY, MO | 2003-2004

This agency is the world's largest integrated marketing company specializing in the travel, tourism and hospitality industry. They represent more than 400 travel and tourism marketing experts across the globe.

ACCOUNT SUPERVISOR

Responsible for the agency/client relationship, the strategic development of campaigns and the implementation of programs with a primary focus on account management and client counsel. Supervised all account activity to ensure operational efficiency to meet both client and agency goals. Main point of client contact for Prime Hospitality Group premium brand hotels to include Marriott, Hilton, and IHG properties. Work for this agency included:

- Management, growth and profitability of projects and programs through integrated marketing campaigns.
- Product, audience, and market research and analysis to provide strategic insight into clients' programs.
- Developed and presented annual marketing plans that targeted established goals and objectives.
- Implementation of annual marketing plans from research, media, creative, and production through post analysis.
- Management of creative campaigns to include: development of creative briefs, establishing production timelines, and supervision of production for radio and print.
- Worked closely with internal agency teams for successful development and implementation of campaigns.
- Maintained long-term and profitable client relationships.
- Managed expenditures of \$5 million dollars annually to include tracking and administration of costs and internal processing.

ADDITIONAL PROFESSIONAL EXPERIENCE

RIVARD POWER LIFT | KANSAS CITY, MO | 2001-2003
MARKETING MANAGER

GEOFF HOWE INTERNATIONAL | KANSAS CITY, MO | 2000-2001
ACCOUNT SUPERVISOR/MEDIA PLANNER | CLIENT: HILL'S PET NUTRITION

YOUNG & RUBICAM | KANSAS CITY, MO | 1998-1999
ACCOUNT SUPERVISOR | CLIENT: LINCOLN MERCURY AUTOMOTIVE

ANDERSON COMMUNICATIONS GROUP | HILTON HEAD ISLAND, SC | 1997-1998
ACCOUNT SUPERVISOR | CLIENT: DISNEY VACATION RESORTS

TBWA CHIAT/DAY | 1993 –1997
INTERNAL ACCOUNT SUPERVISOR (JACKSONVILLE, FL) | CLIENT: NISSAN AUTOMOTIVE
FIELD ACCOUNT SUPERVISOR (FT. LAUDERDALE, FL) | CLIENT: NISSAN AUTOMOTIVE
ACCOUNT EXECUTIVE (ATLANTA, GA) | CLIENT: NISSAN AUTOMOTIVE

UNIVERSAL STUDIOS FLORIDA | ORLANDO, FL | 1992 –1993
PRODUCTION ASSISTANT

EDUCATION

BACHELOR OF SCIENCE | MEDIA COMMUNICATIONS
APPALACHIAN STATE UNIVERSITY | BOONE, NC