DIANA STERN

SENIOR CREATIVE & MARKETING DIRECTOR

Directorship experience in marketing, with a strong track record of increasing revenue and ROI. Specialization in multimedia and PR, copy writing and editing, UI/UX design, packaging and print design. Currently direct creative projects and manage media strategists, designers, SEO team, content contributors and interns. Former experience as Director of Advertising, journalist and reporter with NJ Press Association. Dynamic team player with strong communication and leadership skills. An artist. Detail and deadline oriented. Enthusiastic & fearless!

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QUALIFICATIONS & SKILLS

- ADOBE CS; MS OFFICE; GOOGLE DOCS/SLIDES/SHEETS
- MARKETING & MEDIA RELATIONS; CONTENT EDITING
- ADVERTISING; SALES, DESIGN & PUBLICATION LAYOUT
- EXCEPTIONAL EIDETIC ABILITIES
- UI/UX; WORDPRESS PROFICIENCY
- PHOTOGRAPHY; IMAGE EDITING

EXPERIENCE

SENIOR DIRECTOR OF MARKETING; NRS / IDT CORPORATION (NYSE: IDT) – NEWARK, NJ 2017 TO CURRENT

- Initiate marketing campaigns for current and newly launched divisions; Create POP materials for products, services and retail technologies; Develop marketing collateral and communication materials for sales agents and channel partners
- Lead the team in creating successful campaigns to accelerate sales of POS systems (units tripled since joining), DOOH on-screen advertising, data insights, and merchant services; major contributor to significant and sustained increases in sales and revenue, primary & ancillary
- Spearheaded launch of NRS PAY credit card processing, helped the new division to rapidly acquire thousands of accounts; developed surcharge/cash discount (FeeBu$ter) program; prepare ongoing customer collaterals and sales sheets for hundreds of sales agents
- Initiated launch of local, customer-facing POS ad division; pitch decks and contracts
- Create instruction manuals and technology release-notes; design newsletters, e-blasts; manage internal and external campaigns
- Supervise photography of POS equipment and card processing terminals; oversee digital image editing and corporate video production
- Supervise graphic, web, photography, video and SEO teams; Edit press releases, blogs, SEO campaigns and video footage content
- Develop PowerPoint presentations for customer acquisition, investors, conferences and internal events
- Conceived, initiated and currently manage the Refer-A-Friend, Rebate and Ambassador programs; Memos, policies and warranty programs
- Coordinate materials for trade shows and expositions; giveaways, booths and displays

CREATIVE DIRECTOR; 3MEDIA MARKETING LLC – BOCA RATON, FL / ENGLEWOOD, NJ 2008 TO 2017

- Led campaigns to build brand visibility and increase revenue
- Consulted, designed and built mobile-friendly, responsive web sites for clients; web hosting services; app development
- Crafted campaigns for charity fundraising and political initiatives; design and printing, copy writing & editing, web sites and e-marketing
- Designed and printed promotional materials for businesses, organizations, schools, restaurants, medical/nutraceutical and varied industries
- Assisted clients on business start-up, development and growth, utilizing innovative techniques to expand and accelerate revenue
- Developed brochures; menus; logos; ads; labeling and packaging; corporate ID; magazines; newsletters; catalogues; large format displays

CREATIVE DIRECTOR; THE SHOPPING MAVEN MAGAZINE – TEANECK, NJ 2015 TO 2016

- Guided advertisers in comprehensive marketing strategies
- Designed advertisements and content pieces; sourced images; interacted with clients for proofing and approval; edited content
- Typesetting, layout and prepress for monthly magazine (64-72 pages)

LEAD DESIGN CONSULTANT; GOLD MARK INTERNATIONAL, INC. – CLIFTON, NJ 2004 TO 2008

- Guided the creative team in marketing initiatives
- Prepared publication artwork, campaign event invitations, cards and mailers, flyers & posters, PR and newsletters
- Designed campaign materials for State Assembly officials to increase public awareness and attract voters to the polls
- Created materials to help notable organizations raise funds for vital projects and community services

DIRECTOR OF ADVERTISING; THE VOICE & OPINION – ENGLEWOOD, NJ 1997 TO 2004

- Prepared advertisement artwork proofs for client approval; Typesetting, page layout, artwork setup and prepress
- Assisted advertisers in developing ad packages within budgeted rate plans
- Reported on events and wrote articles for the publication, as a journalist & contributor (Member of NJ Press Association)

EDUCATION | PROFESSIONAL BACKGROUND

- Degree in Commercial Illustration & Computer Graphics; Bergen Community College
- WordPress/Divi Licensed Developer • Trained in Apple & Android App Development
- Marketing Consultant; "The Seventh Strategy": Assisted Startup Businesses in Growth
- Professional Motivational Lecturer; Universities, Events & Conferences
- Former Member of Networking Organizations in NJ, NY & FL, Chambers of Commerce