

JOAN DYER

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MARKETING AND COMMUNICATIONS LEADER

A high-performing, results-driven marketing and communications leader with a proven track record of success in developing strategies to enhance an organization's visibility while optimizing customer acquisition and retention to yield dramatic revenue growth. Views complex challenges as opportunities to exceed expectations. Leads dynamic teams to meet financial targets and realize common goals. Effectively manages and ensures adherence to tight budgets and timelines. Actively engages projects with strategic focus that lead to double-digit growth in customers. Spearheads a detail-oriented and strategic approach to achieve higher ROI with customer/members.

- MEMBER/CUSTOMER ENGAGEMENT
- MULTI-CHANNEL CAMPAIGNS
- BRAND STEWARDSHIP
- MARKET RESEARCH/ANALYSIS
- MARKETING PLAN AND STRATEGY
- ACQUISITION AND RETENTION STRATEGIES
- SOCIAL MEDIA CAMPAIGN DEVELOPMENT
- BUDGET CREATION AND MONITORING
- METRICS/MARKET INSIGHTS
- WEB DEVELOPMENT
- PROJECT MANAGEMENT
- CAMPAIGN OPTIMIZATION

EXPERIENCE

INTERNET RETAILER CONFERENCE & EXHIBITION (IRCE), A DIVISION OF EMERALD EXPOSITIONS, Chicago, Illinois

Director of Marketing 2013-Present

Responsible for all marketing strategy and execution for three major trade events for the e-commerce industry. Manage three direct reports and all marketing vendor relationships and contractors. Created and implemented new social media outreach, SEO and SEM initiatives and full rebranding of all events and corporate presence. Launched five Web sites with significant CMS upgrades as well as new conference app. Generate \$5 million dollars in conference revenue on flagship event.

- **Spearheaded strategic rebranding initiative** to create new brand for IRCE events as a separate entity from the previous publication brand including social media presence across all channels and significant PR efforts.
- Developed new **social media campaign resulting in 15,000 mentions and nearly 3,000** photographs of IRCE 2014
- Achieved **5% attendance growth and 13% margin growth** in 2015
- Led the team through **the implementation of new CRM, registration, e-mail marketing and CMS systems**

MERCHANDISE MART PROPERTIES, INC., Chicago, Illinois

Director of Marketing, The Chicago Market 2011-2013

Managed \$3 million dollar annual budget. Directed all sponsorship, branding and marketing initiatives for The Chicago Market, including e-blasts, website and list strategy. Garnered support for The Chicago Market by forging partnerships with industry associations, including American Institute of Floral Designers and Purchasing Power Plus. Placed and negotiated the cost of all ads. Partnered with freelance graphic designer to create branding for all marketing pieces. Led art direction for marketing materials across all mediums, including advertising, print, web, e-marketing, onsite materials and signage. Served as liaison for all exhibitors and tenants. Hired and negotiated rates with vendors. Marketed shows to attendees and exhibitors utilizing Salesforce.com and various prospect databases. Oversaw one buyer relations associate.

- Developed and implemented **new buyer relations strategies resulting in 2,500 new buyers** yearly, with buying power of **\$2.5 million and realizing 80% conversion rate** from prospect to attendee.
- **Achieved annual savings of \$270,000 (75%)** by re-contracting vendors and changing the scope of vendor services.
- **Created and implemented social media campaign** via Facebook, Twitter, and LinkedIn, **increasing following by 150%** in one year.
- **Boosted attendance** by hiring full-time buyer relations associate to call previous customers and reinvigorate relationships.
- **Reduced expenses and increased bottom line EBIDAR** (earnings before interest depreciations and rent) by 3% in 2012.

Director of Strategy and Communications 2008-2011

Led five-person, full-time account team operating as in-house agency focused on client services. Drove development of marketing strategy, from initial concept to social media strategy and managed budgets for all plans. Managed projects with internal/outsourced design teams, wrote creative briefs and partnered with vice president of creative services.

- **Managed \$5 million dollar marketing budget across 35 trade shows** in various industries, including consumer and business-to-business events.

- **Generated \$150,000 in sponsorship in one year** by cultivating web development partnership with DesignerPages to build product portal for NeoCon, which is still in place today.
- **Reduced project timeframes by 20%, increased measurement of marketing activities and enabled budget awareness** by implementing department wide-workflow tool. Researched, selected, and partnered with Workamajig to customize, set up, and train employees on tool.
- **Spearheaded 1,500 communication projects per year for 40+ trade/consumer events.**
- Led **development of all branding, messaging and content strategies** as well as **creation of 35+ promotional concepts yearly.**
- **Facilitated major acquisitions and new business development** by designing communication strategies for acquisition and launch.

Account Manager.....2007-2008

Functioned as account executive and oversaw two account executives and three interns. Managed communications for key events, including NeoCon, Art Chicago, California Gift Show and The Chicago Market. Held responsibility for corporate communications, including annual budget presentation to Vornado Realty Trust. Developed marketing communications strategies for print, web and e-marketing as well as environmental graphics.

- **Achieved annual savings of \$100,000 and realized increase in attendance and response rates** by developing more effective and economical marketing and communications strategies.
- **Spearheaded modification of NeoCon marketing campaign;** transitioned marketing campaign from paper mailing to online marketing, which reduced printing costs and made it easier for recipients to share marketing materials.
- **Managed curation of public education project** required for LEED certification, which focused on benchmarks in sustainability globally and in Chicago and **won 2008 Print Magazine Regional Design Annual.** Project required extensive **research, copywriting, layout and innovative print production technique** that enabled timeline to be printed with eco-friendly inks on reclaimed glass panels.

Senior Account Executive.....2006-2007

Account Executive.....2005-2006

Served as primary client liaison for all Contract Furnishings events, including NeoCon, as well as newly developed art business. Led all print and electronic marketing initiatives, including content development, video production, photography and archiving. Managed team of four in-house print designers, six web designers, and 15 vendors. Developed and presented competitive analysis reports for MMPI events executive team and clients.

- Successfully **managed communications behind the urgent April 2006 move of Art Chicago** from Butler Field to The Merchandise Mart. Developed and implemented integrated campaign **reaching 100,000 consumers in three days.**

ACADEMY CHICAGO PUBLISHERS, Chicago, Illinois

Director, Business Manager.....2002-2005

Created and implemented marketing and PR campaigns for this independent publishing company. Served as company representative while managing all national trade show exhibitions. Conceived, planned and executed special events and book launches. Wrote press releases, catalogue/jacket copy and proofread/edited five titles. Managed and negotiated sale of reprint rights with major publishing houses and film rights.

- **Reduced costs by \$37,000 annually** by outsourcing fulfillment operations to University of Chicago press, eliminating need for separate warehouse space, custom fulfillment software, yearly inventory and overprinting of short-run titles.

E D U C A T I O N

KALAMAZOO COLLEGE, Kalamazoo, Michigan
B.A., English and Theatre Arts, 2001 cum laude

A F F I L I A T I O N S

Business Marketing Association, 2011 – Present
International Association of Exhibitions and Events, 2013 – Present
National Retail Federation, 2014 – Present

S K I L L S

Macintosh and Windows Operating Systems; Microsoft Office Suite; Workamajig Project Management (formerly Creative Manager Pro); Basecamp; various Content Management Systems including Mura and Wordpress; Facebook; Twitter; YouTube; Pinterest; Instagram; LinkedIN; Google Analytics; SEM; SEO; Silverpop; MailChimp; Salesforce; GoExpo; CoreApps; DoubleDutch